

# BIOGRAPHY



## Belen Moscoso Del Prado Lopez-Dóriga

Chief Digital and Innovation Officer

As Chief Digital and Innovation Officer, Belen Moscoso Del Prado leads Sodexo's digital transformation, overseeing the development and implementation of technology and data-enabled solutions to accelerate growth.

In this role, she is a catalyst for innovation, deploying new products, services, and internal initiatives that are modernizing Sodexo and the service industry. Through greater automation, personalization and predictive maintenance, Sodexo is supporting and advising customers as they navigate the future, enhancing the operational efficiency and the quality of life of its own employees, and delivering a more seamless experience to the 100 million consumers the company serves every day.

Belen is also a member of Sodexo Ventures' Investment Committee, a 50-million-euro venture capital fund that combines agility and creativity of innovative start-ups with Sodexo's investment capacity and access to markets.

During her tenure, Belen has played a key role in the acquisition of the food delivery start-up *Food Chéri*, launched Sodexo's first-ever 'Data Lab' comprised of engineers and data scientists, and pioneered a virtual reality-enabled kitchen training module, which led to a considerable reduction in accidents, compared to the previous year.

Transformation has been a hallmark of Belen's career. Prior to joining Sodexo, she held leadership positions at AXA, as Digital Strategy and Transformation Director, and at *SoLocal Group (Pages Jaunes)*, as Director of Strategy, M&A and Partnerships.

Previously, Belen worked at *Bain & Company* for eight years, where she led more than 30 assignments in Europe and Central America related to growth and performance improvements. Prior to that, Belen led European Marketing Strategies for *Disneyland Paris*.

A native of Spain, Belen holds a master's in international economy for *Carlos III University*, and is fluent in French and English. Belen is also an Independent Advisor Board member of *ADVEO International Group*, President of the Board of *Food Chéri* start-up and, is part of the Consultative Advisory Board of *Wynd* start-up.