

Contactar

www.linkedin.com/in/josemariacastillabaro (LinkedIn)

Aptitudes principales

Policy Development
Cultural Awareness
Policy Advocacy

Languages

Spanish (Native or Bilingual)
French (Elementary)
English (Full Professional)
Portuguese (Elementary)
Italian (Elementary)
Catalonian (Native or Bilingual)

Honors-Awards

Director de ASAJA Bruselas -
Distinción de honor de ASAJA
Sevilla 40 aniversario ; Director of
ASAJA Brussels - Award of Honour
of ASAJA Seville 40th anniversary
Director de ASAJA Bruselas -
Distinción de honor de ASAJA
Cádiz 40 aniversario ; Director of
ASAJA Brussels - Award of Honour
of ASAJA Cádiz 40th anniversary
Galardón y Reconocimiento por
Asaja Cuenca

José María Castilla Baró

Lobbyist and Political Consultant. Head of Office to the EU. Alternate Member in the European Economic & Social Committee (#EESC) and the European Food Safety Authority (#EFSA)

Bruselas y alrededores

Extracto

José María Castilla, and other things, is the director of the Office of Permanent Representation of ASAJA (Spanish Farmers Association) before the European Union (EU); Alternate Member in the European Economic & Social Committee (#EESC) and the European Food Safety Authority (#EFSA); and private consultant to listed companies, both Spanish and European, related to agribusiness and energy. He possesses an in-depth understanding of agricultural policy design in Brussels and also in Spain, where he leads the voice of the farmers. Castilla is a vocal critic of the EU's environmental excesses, which, in his opinion, have led to the success of an agricultural party in local elections in the Netherlands. His insights into EU agricultural politics are invaluable, and he advocates for pragmatic solutions that balance environmental concerns with the needs of farmers. Additionally, he emphasizes several key points related to Spain's role in the EU: 1. Spain's Leadership Opportunity: As Spain presides over the Council of the European Union in the second semester, there is an opportunity for Spain to position itself as a leader after the UK's departure from the EU. However, José María Castilla notes that he has not yet seen Spain fully capitalize on this historic opportunity. 2. Biotechnology, New Genomic Techniques (NGTs) and Gene Editing: Castilla believes that Spain should lead a consensus on the use of biotechnology and, specifically, New Genetic Editing techniques. These tools can enhance efficiency, help combat adverse climate conditions, such as extreme drought, better and more rational use of phytosanitary products, fertilizers and antibiotics; and ensure fair competition with third countries. 3. Differentiated Phytosanitary Regulations: He advocates for clear differentiation between EU member states in Sustainable Use of Plant Protection Products (SUR). Spain, Italy, and Portugal have different agronomic and climatic conditions compared to other countries. Twitter: @JMCASTILLABARO Other professional experience outside the world of Public Affairs /

Lobbying / Election campaigns / Strategic consultancy / European Union:-Elnorthern.com/ Journalist & editor. Manchester, UK 2013-White House, hotel reception. Telford, Birmingham, UK 2012-Milar, national domestic appliance company. Cordoba, Spain 2012-Córdoba Club de Fútbol, press office, Cordoba, Spain 2010-MB Global, communication, advertising and marketing agency, Cordoba, Spain 2009-Mark ennovy, contact lens company. Romsey, Southampton, UK. 2008.-Truchas del Segre, food company, Lérida, Spain 2007

Experiencia

ASAJA (Asociación Agraria-Jóvenes Agricultores)

11 años 7 meses

Head of Office, Permanent Representation of ASAJA (Spanish Farmers Union) to the European Union (UE)

febrero de 2016 - Present (10 años 9 meses)

Bruselas y alrededores, Bélgica

- Represent at international level Spanish farmers before all European institutions (Commission, European Parliament and Council) and international bodies.
- Institutional relations, namely, with Council of the EU (Spanish REPER), European Commission and European Parliament.
- Executive Director of ASAJA Joven.
- Monitor and follow all policies and legislative decisionmaking process related to agriculture, specially Common Agriculture Policy, Direct Payments, Greening & Ecoschemes; Environment, International Trade, Fertilizares, Tobacco, Wine, Beer and Spirits Drinks; Excise Duties & Taxation, Phytosanitary Products and Food Chain.
- Member of a number of Working Parties at COPA-COGECA (European farmers and cooperatives organisation) and participant in related Advisory Groups (GDCs) of European Commission.
- Member of a number of Working Parties at CEJA (the European Council of Young Farmers) and participant in related Advisory Groups (CDGs) of European Commission.
- Member of Farm Europe and Eat Europe.
- Member of the CEOE working group on International Relations, Trade Agreements and European Affairs.

- Following the Next Generation EU (NGEU) for companies in the agri-food sector with the cooperation of the CEOE (Spanish business community).

Office of Institutional and International Relations

abril de 2015 - febrero de 2016 (11 meses)

Madrid y alrededores, España

- Represent at national level Spanish farmers before all Spanish institutions.
- Institutional relations
- Monitor and follow all policies and legislative decisionmaking process related to agriculture, specially Common Agriculture Policy, Direct Payments and Greening, Environment, Trade, Fertilizares, Tobacco, Phytosanitary Questions and Food Chain.

European Food Safety Authority (EFSA)

Alternate Member of the Management Board of the European Food Safety Authority (#EFSA)

julio de 2026 - Present (4 meses)

Provincia de Parma

European Economic and Social Committee

EESC Alternate Member

diciembre de 2023 - Present (2 años 11 meses)

Brussels, Brussels Region, Belgium

Alternate Member. Member of the Committee of Food, Agriculture, Rural Development and Environment, and External Relations.

European Commission

Representative of ASAJA in the Civil Dialog Groups

febrero de 2016 - Present (10 años 9 meses)

Brussels, Brussels Region, Belgium

CEOE

Member of the European Affairs & International Relations Committee

enero de 2025 - Present (1 año 10 meses)

Madrid, Community of Madrid, Spain

Plants for the Future

4 años 8 meses

Vice Chair

junio de 2024 - Present (2 años 5 meses)

Bruselas, Región de Bruselas, Bélgica

Co-Vice Chair (Biotechnology group)
marzo de 2022 - junio de 2024 (2 años 4 meses)
Bruselas, Región de Bruselas, Bélgica

Farmers Scientists Network (FSN)

Coordinator to the EU
septiembre de 2017 - Present (9 años 2 meses)
Bruselas y alrededores, Bélgica

Successfully track and examine the political and legislative process at the EU level. Communicate and forward info note to the members on political and regulatory developments. Accurately craft documents reflecting common position of the network and build consensus amongst members to achieve those common positions. Plan and organise public events to promote the image of the network and its members. Enter new contents and continuously update the website of the network.

- Extend membership with new members and coordinate activities of the farmers' organisations.
- Develop and maintain relationships with EU Institutions and stakeholders included media and journalist.
- Play a significant role in consultations, hearing, and negotiations with institutions and interest groups.

<https://www.farmerscientistnetwork.eu/>

COPA COGECA

Representative of ASAJA
febrero de 2016 - Present (10 años 9 meses)
Brussels, Brussels Region, Belgium

CEJA Young Farmers

Representative of ASAJA
febrero de 2016 - Present (10 años 9 meses)
Brussels, Brussels Region, Belgium

FARM EUROPE

Representative of ASAJA
enero de 2025 - Present (1 año 10 meses)
Brussels, Brussels Region, Belgium

Eat Europe

Representative of ASAJA

enero de 2025 - Present (1 año 10 meses)

Brussels, Brussels Region, Belgium

ESRADIO

Colaborador oficial #EnClaveRural (ESRADIO)

octubre de 2024 - Present (2 años 1 mes)

Madrid, Community of Madrid, Spain

Official collaborator of the section #UnaPicaEnFlandes in the programme #EnClaveRural directed by María Santos. Broadcast every Saturday from 07:00h to 08:00h on ESRADIO.

Colaborador oficial de la sección #UnaPicaEnFlandes en el programa #EnClaveRural dirigido por María Santos. Con emisión todos los sábados de 07:00h a 08:00h en ESRADIO.

Master en Comunicación Política y Corporativa MCPC_UNAV

8 años 11 meses

Panelist in the "Engagin Europe Program": communication and lobbying in the European Union

diciembre de 2017 - Present (8 años 11 meses)

Bruselas y alrededores

Academic Supervisory Professor of the TCT ("Tutored Curriculum Work")

abril de 2020 - abril de 2021 (1 año 1 mes)

Navarra, Comunidad Foral de Navarra, España

International Council for Game and Wildlife Conservation (CIC)

Member of CIC

julio de 2026 - Present (4 meses)

Since its founding in 1930, the International Council for Game and Wildlife Conservation (CIC) has championed biodiversity conservation through the responsible, sustainable use of wildlife. As one of the world's oldest conservation organisations, the CIC brings together governments, experts, NGOs, and individuals to advance nature-based solutions that secure wildlife and the landscapes they depend on.

Asociación de Profesionales de las Relaciones Institucionales (APRI)

Member of the Agrifood & Sustainability Working Group

octubre de 2020 - Present (6 años 1 mes)

Madrid, Comunidad de Madrid, España

The objective of the Agrifood Working Group is to share experiences, success stories and concerns of professionals dedicated to institutional relations in any of the areas of the agrifood chain that is characterised by strong regulatory intervention on their activities. - production, industry, distribution, Horeca, etc.-

CONSEJEROS EN DERECHO Y EMPRESA SL

Lobbist & Public Affairs Consultant

julio de 2015 - Present (11 años 4 meses)

Madrid Area, Spain

Consultant and advisor in corporate communication & lobby and public affairs. Performing implementation plans communication and lobby for small and medium enterprises in Spain and UE bubble.

From May 2024 also for multinational and listed companies.

Also following the Next Generation EU (NGEU) for Spanish SMEs.

Consultor y asesor de comunicación corporativa y lobby y asuntos públicos a título personal, donde realizo planes de implantación de comunicación y lobby para pequeñas y medianas empresas en España y en la burbuja europea.

Desde mayo del 2024 también para empresas multinacionales y cotizadas en bolsa.

También siguiendo la actualidad de los Fondos Europeos Next Generation (NGEU) para nuestras PYMES españolas.

VOX España

Press Officer, candidacy of the City of Madrid & Election Campaign Adviser at Partido Político VOX

abril de 2015 - junio de 2015 (3 meses)

madrid area, spain

-Design of the national electoral strategy for the elections.

-Implementation of the electoral strategy and coordination with the rest of the country.

-Head of press office of the candidate for mayor of Madrid.

Ogilvy Public Relations

Account Executive Worldwide

abril de 2014 - abril de 2015 (1 año 1 mes)

Madrid

Specialized in Corporate, Financial and Crisis Communications.

- Management and regular contact with the media.
- Writing of documentation and press materials.
- Execution of the communication strategy and daily account/customer management.
- Participation in the elaboration of communication plans and proposals for clients.
- Preparation and organization of events.
- Reporting and press clipping.
- Crisis management: investigation, execution and final evaluation.

Especializado en Comunicación Corporativa, Financiera y de Crisis.

- Gestión y contacto habitual con medios de comunicación.
- Redacción de documentación y materiales de prensa.
- Ejecución de la estrategia de comunicación y gestión diaria de cuentas/ clientes.
- Participación en la elaboración de planes de comunicación y propuestas para clientes.
- Preparación y organización de eventos.
- Reporting y press clipping.
- Gestión de crisis: investigación, ejecución y evaluación final.

Educación

Universidad de Navarra

Master Comunicación Política y Corporativa, MCPC · (2013 - 2014)

The George Washington University

Graduate School of Political Management, George Washington University., Political Communication · (2014 - 2014)

Universidad Pontificia Comillas ICAI-ICADE

Postgrado de Dirección de Asuntos Públicos (PDAP), Lobby y Advocacy · (2015 - 2015)

Centro Universitario Villanueva

Periodismo, Título Superior en Edición en Medios Digitales · (2006 - 2011)

Universidad de Navarra

Engaging Europe: Communication and Lobbying in the European Union. · (2014 - 2014)