

## **Motivation Letter**

My long-standing collaboration with the ESC spans more than a decade and began with the Cardiologists of Tomorrow initiative, where I served as a nucleus member. This early involvement allowed me to contribute to the development of the ESC Young Community and to understand the importance of nurturing future generations of cardiovascular professionals. Shortly afterwards, I joined the first young committee of the European Association of Echocardiography (Club35), gaining firsthand experience with ESC Associations and their essential role within the Society's structure.

A central theme of my work over the years has been **communication**. I have served continuously in the ESC e-Communication and Communications Committee since 2012, and currently act as Deputy Chair of the EACVI Web and Communication Committee. I have also held leadership roles in ACVC as head of Communication, Web, Press and Social Media, and I remain strongly committed to improving how the ESC communicates with its members and with the wider cardiovascular community. My experience in the Spanish Society of Cardiology, including service on its Web Committee and later as Communications Technology Advisor, has reinforced my belief that modern communication tools—including social media—are strategic assets for education, dissemination and engagement. Our work in this field has demonstrated measurable impact, as reflected in ESC Journal research showing the strong association between social media promotion and citation performance.

Beyond communication, I am deeply involved in the digital transformation of cardiovascular medicine, including **e-Health and artificial intelligence**. As a member of the editorial boards of *European Heart Journal – Digital Health* and other journals, I have witnessed how rapidly digital technologies are reshaping clinical practice, education and research. I am convinced that the responsible and strategic implementation of artificial intelligence will be crucial for the ESC in the coming years, particularly for improving training pathways, optimizing the dissemination of knowledge, and enhancing decision-making processes.

A further cornerstone of my career is my interest in **acute cardiac care**. As a current ACVC Board member, I have actively contributed to initiatives aimed at improving the management of acute cardiovascular conditions. My research and publications in ischemic heart disease, cardiogenic shock and acute care networks, together with my editorial work in *EJH-ACC*, reflect a sustained commitment to strengthening this field across Europe.

Through my previous participation in selection processes—both within the Young Community and as National Cardiac Societies representative in the ESC Nominating Committee—I fully understand the responsibility, fairness and transparency required for the evaluation of candidates. Selecting the best individuals to serve the ESC is essential to maintaining the excellence, integrity and future strength of our Society.

If elected, I would be honoured to contribute my experience in communication, digital innovation and acute cardiovascular care, and to dedicate my time and efforts to improve the cardiovascular care of our citizens. I respectfully hope for your support.

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