



## **HORTENSIA HERRERO**

**President of the Hortensia Herrero Foundation (Fundación Hortensia Herrero)  
and Vice-President of Mercadona**

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Hortensia Herrero was born on the 20th of May 1950 in Valencia, which awarded her with Freedom of The City in 2014. She is married to Juan Roig and has four daughters and eleven grandchildren. Hortensia Herrero has been Vice-President of Mercadona since 1996. She and her husband hold the controlling stake in Mercadona.

She studied Economics at the University of Valencia (UV), graduating in 1973. However, she has always had a strong interest in Art, manifested by her participation in training programmes in Modern Art and Avant-Garde Art imparted by Valencia Technical University (Universitat Politècnica de València - UPV).

In 2012, she created the Hortensia Herrero Foundation (FHH), a non-profit entity focusing on restoring the Valencia Autonomous Community's artistic heritage and on fostering projects for the dissemination of Contemporary Art and knowledge of dance.

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