



Etienne Sanz de Acedo
Chief Executive Officer, INTA

Etienne Sanz de Acedo is CEO of the International Trademark Association (INTA) and of the INTA Foundation. He is a prominent figure in the intellectual property (IP) field, recognized by experts and peers for his forward-thinking approach to IP policy.

Mr. Sanz de Acedo joined INTA in July 2013. He is known for leading the Association and its members through several challenges, including disruptions posed emerging technologies and the COVID-19 pandemic, and for fostering global collaboration around the key issues facing brand owners in an ever-evolving marketplace. He frequently discusses the challenges and opportunities presented by new technologies, including artificial intelligence, blockchain, and the metaverse, advocating for the adaptation of IP laws to keep pace with these advancements.

Presenting IP as a revenue-generating resource, and not simply a cost center, Mr. Sanz de Acedo has highlighted the importance of integrating IP into business strategies. He encourages entrepreneurs to incorporate IP considerations early in their business plans and to leverage tools for effective IP portfolio management. He also stresses the need for policymakers to better understand the value of IP, particularly its contributions to national economies, research and development, and social welfare.

Mr. Sanz de Acedo has been commended for his focus on belonging and inclusion within the IP community, as well as his efforts to engage small and medium-sized enterprises in IP discussions. In speeches and interviews, he often emphasizes the evolving landscape of IP and its critical role in the global economy.

His insights reflect a visionary perspective on IP and a desire to harmonize international standards while also addressing the ethical considerations of the times.

In his role as INTA CEO, Mr. Sanz de Acedo works with the Board of Directors and Officers to recommend, formulate, and implement policies and programs for the Association; is responsible for the administrative operation of the Association's offices and the supervision of all staff; and is responsible for the development and administration of the annual budget.

Before joining INTA, Mr. Sanz de Acedo was Head of Communications and Member of the President's Cabinet at the European Intellectual Property Office (EUIPO), the EU's intellectual property agency, where he was responsible for strategic communications and the agency's corporate image and identity.

Before joining the EUIPO, he practiced as an attorney in Spain and taught law at the University of Alicante, Spain.

Mr. Sanz de Acedo holds a law degree from the University of Alicante, an LLM in European Community Law from the Université Libre de Bruxelles in Belgium, and an executive MBA from Instituto de Empresa Business School in Madrid. A Spanish and French national, he speaks English, French, Italian, and Spanish.