

the business year



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ECONOMY & FINANCE

Fintech disruption of the Spanish financial services industry is inevitable

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TRANSPORT

Amid rising regional competition, the Port of Valencia continues to improve its offering

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TOURISM

Tourism has been the main engine behind Spain's economic recovery



storing THE FUTURE

Adapting to clients' needs at any given time is the bread and butter of a sophisticated company with long-term ambitions.



José Francisco González Payno
EXECUTIVE DIRECTOR FOR
SPAIN & PORTUGAL,
ALDRO ENERGÍA

What was the origin and evolution of the company? What are its chief activities?

Aldro is a marketer of electrical energy, gas, and energy efficiency that was born five years ago within the PITMA Group, led by Alredo Pérez and Pedro Ortiz. PITMA was founded 25 years ago and nowadays it operates principally in five business areas: telecommunications, security, energy, commercial services, and a wide range of business services ranging from the documentary custody to the management of urban mobility or insurance. Aldro was born to bring ideas to life within the group, such as assembling the technical part of a marketer to give continuity to what we had started. In May 2014, we made the first sale of electricity. In January 2015, we started to market gas. In 2016, the company stabilized and launched the energy efficiency line. In 2017, we had the idea of going to Portugal, so we started to process permits. The business in Portugal exploded in 2018, while the business in Spain is also doing well.

In four years, the company has reached more than 120,000 customers and billed EUR200 million. What is your winning strategy?

We have a good price on the market, are transparent, and are close to our customers, but we are also adaptable. Adaptability is one of our virtues. Aldro is not a company assembled by electrical installers, economists, or engineers, but a marketer assembled by sellers to sell. The DNA of PITMA is in Aldro, bringing us closer to the customer and making us attentive to building what the client needs at any time. We adapt to the needs of the clients.

Which sectors are your clients in?

Half of our contracts are with households and half are with SMEs. However, the load curve and greater power

are installed in SMEs and large companies. We cover the entire world of gas and electricity consumers, from the small consumer who has a domestic contract to public universities and large companies that choose much more complex products.

In 2018, you launched energy-efficiency products. What led you from being an electricity and gas trader to assembling renewable energy systems and helping with their maintenance?

We are committed to energy efficiency. The cheapest energy is the one that is not consumed. We adjust the contracted power to real consumption and advise consumers on how they should buy electricity and when. We saw that there was another set of instruments that helped to save energy: LED lighting, solar power systems, electric cars, and chargers for mobility. We are not only involved in electric mobility projects, but also gas mobility. We are attentive to any change that occurs in society. The explosion of self-consumption is about to happen. If people can generate their energy, they will not do it from a third party, which is why we go for generation policies. Cogeneration is small self-consumption or distributed generation near the point of consumption, which is efficient because, among other things, it eliminates transport losses. A household has losses of 15% of consumption, which goes to the transformation of energy. This is why we open products such as Go2Global that are focused on medium consumers. Go2Global is a new integrated management solution: a flat rate that integrates all supplies—electric, liquid fuels, gases, and biomass—together with the operation, management, monitoring, and maintenance of all facilities. We offer a global solution that will allow managers to make a financial forecast of their company's energy, maximize efficiency, and reduce their operational and maintenance costs. ✘

Work needed in electricity storage

BIO

José Francisco González Payno completed his undergraduate and postgraduate degrees in mining engineering from the University of Cantabria. After a career of almost 20 years at the industrial chemicals group Sniace, in which he held various positions, he became the director of services. In 2014, he changed careers, becoming CEO of the Aldro Energía y Soluciones, owned by the Pitma Group. As a result of his leadership, today it boasts more than 140,000 clients.