



M E R C E H O M A R

EXECUTIVE & PERSONAL ASSISTANT

*Exceptional support
for exceptional leaders.*

REMOTE · INTERNATIONAL

YOU FOCUS ON WHAT MATTERS. I TAKE CARE OF THE REST.

The person behind the support.

More than twenty years supporting Presidents, CEOs, CFOs, senior executives and private families — in family offices, international tech companies, luxury hospitality and public institutions.

I'm used to environments where priorities, schedules and travel plans change constantly — and where someone needs to stay calm, think ahead and make everything work.

MY WORK IS BUILT ON

01 Discretion

02 Reliability

03 Anticipation

04 Problem solving

05 Ownership

“You don't need to manage me. You need to trust me.”

Trust is the foundation.

When you work behind the scenes of demanding professional and personal lives, discretion isn't an added value. It's a responsibility.

Throughout my career, I have supported high-profile individuals, senior executives and private families, always maintaining the highest standards of confidentiality, discretion and professionalism.

PRIVACY

DISCRETION

TRUST

What I can take off your plate.

01 EXECUTIVE ASSISTANCE

Calendar management, priorities, meetings, correspondence and day-to-day executive support.

02 PERSONAL ASSISTANCE

Private appointments, personal matters, family logistics and confidential coordination.

03 EXECUTIVE TRAVEL & ITINERARY MANAGEMENT

Complex domestic and international travel, multi-destination itineraries and last-minute changes.

04 FAMILY OFFICE SUPPORT

Administrative and personal support for executives and families, with external provider coordination.

Precision behind the scenes.

05 GLOBAL PARTNER & SUPPLIER CONNECTIONS

Connecting Spanish businesses and agencies with trusted international hotels, resorts, venues and specialist suppliers.

06 EVENTS & CORPORATE COORDINATION

Executive meetings, conferences, corporate events, suppliers and logistics.

07 RESEARCH & PROBLEM SOLVING

Finding solutions, coordinating providers, handling the unexpected — and taking ownership.

“I make the right introductions happen.”

Complex travel. Completely handled.

More than twenty years coordinating demanding executive and personal travel — complex international itineraries, multi-city journeys and schedules that never stand still.

- Complex international itineraries
- Multi-city & corporate travel
- Personal & family travel
- Constantly changing schedules
- Last-minute changes & cancellations
- Hotels · Private drivers · Transfers
- Multiple travelers, one plan
- Travel problem solving

“When plans change, I make the plan work.”

Twenty years. Five languages.

2024 — Present

Executive Assistant to the President — Family Office

2022 — 2024

EA to the CFO & PA to the CEO — Wallbox Chargers

2021 — 2022

Executive Secretary — Servei Català de la Salut

2018 — 2020

Executive Assistant & Event Manager — Urbe Events

2014 — 2016

Executive Office Manager — Amilla Resort & Residences, Maldives

2004 — 2014

Executive Assistant & PA — Roddacom / Rocamora / Cewa

LANGUAGES

Spanish	C2
Catalan	C2
English	C1
Italian	C1
French	C1



Your time is valuable.
Your support should be exceptional.



PRIVATE · DISCREET · REMOTE · INTERNATIONAL

WORK WITH ME

MERCEHOMAR.ES

MERCELLINA@GMAIL.COM

YOU FOCUS ON WHAT MATTERS. I TAKE CARE OF THE REST.