



# BIO

## ALEJANDRO ESCUDERO RODRIGUEZ

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Alejandro Escudero was born and raised in Madrid, Spain. Prior to moving to the U.S. and joining NAR, he was the International Director at SIMA (Madrid International Real Estate Exhibition), one of the largest residential real estate conferences and trade shows in Europe.

Alejandro has worked for NAR since 2015. Working with 100+ international partners, Alejandro and his team help implement the international growth strategy of NAR, to increase REALTOR brand awareness outside the U.S.

Alejandro is the creator of NAR en Español, a fully Spanish sub-site within the association's main website, [nar.realtor](http://nar.realtor).