

Consumers Working Group

In office:

- Benedikt Blomeyer-Bartenstein, **Apple**

Candidates for Chair:

- Carlota Gaztelumendi, Public Affairs Manager, **Adigital** [Spanish NTA]

Candidates for Chair or Vice-Chair:

- Hugh Kirk, Senior Manager, **TikTok**

Candidates for Vice-Chair:

- Jorge Bosch Alvarez, Director Regulatory Science & Policy Philips PH, **Philips**
- Magdalena Skuza, CSR & Product Compliance Expert, **Sony**

Candidates' bios for Consumers Working Group

Candidates for Chair position:

- Carlota Gaztelumendi, **Adigital** (*for endorsement as only NTA candidate*)

With a degree in Business and Institutional Communication (University of Deusto) and a Master's in Advanced Studies in Political Communication (Complutense University of Madrid), she has extensive experience in European and public institutions. Notably, she was selected for a Schuman traineeship at the European Parliament, and has served in the Basque Parliament and the Provincial Council of Gipuzkoa. She has also worked in the field of communication and public affairs consultancy.

Currently, she is part of the Strategy and Public Agenda Department at Adigital, where her work focuses on monitoring and public advocacy regarding legislative proposals impacting the digital ecosystem, including consumer protection. As part of the only Spanish digital association with a permanent presence in Brussels, she works with national and EU initiatives and stakeholders, conveying members' interests first-hand and promoting smart, innovation-friendly regulatory models.

[See LinkedIn Profile here](#)

Candidates for Chair or Vice-Chair position:

- Hugh Kirk, **TikTok**

As a Senior Manager for Government Relations at TikTok, Hugh leverages extensive expertise in consumer policy. He previously spent five years at DIGITALEUROPE, where he led the Consumer Working Group and developed a deep understanding of industry interests and a robust network. If elected, Hugh aims to cement DIGITALEUROPE's position as a leading voice in consumer policy. He will specifically prioritise the Digital Fairness Act, advocating for its elevation to a Tier 1 file to ensure it remains a central pillar of the organisation's policy advocacy.

[See LinkedIn Profile here](#)

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Candidates for Vice-Chair position:

- **Jorge Bosch Alvarez, Philips**

Accomplished Regulatory Affairs executive with over a decade of experience driving strategic advocacy and alignment across global trade associations. Expert in navigating complex compliance landscapes, with a specialized focus on consumer electronics & digital policy frameworks.

Key Trade Association Contributions:

- LG Electronics: Representative to CECED and Digital Europe, shaping consumer tech and digital market regulations.
- Bugaboo International: Active member in JPMA (USA) and ENPC (EU), championing strict safety and product compliance standards.
- Forbo Flooring Systems: Representative at ERFMI and Plastics Europe, leading critical material compliance, and sustainability initiatives.
- Currently at Philips PH: Representative at Digital Europe, APPLiA and NTO's across EU, driving the Regulatory Intelligence strategy for the Personal Health Division.

Skilled at bridging technical requirements with commercial reality and building consensus among industry competitors. Ready to leverage this multi-sector expertise to advance the association's policy agenda as Vice-Chair in the Consumer WG.

- **Magdalena Skuza, Sony**

In my role, I focus on the legal analysis and implementation of EU legislation related to consumer protection, sustainability, and digital regulation, including the CSRD, CSDDD, FLPB, Data Act, ECGT, Right to Repair, and etc. I am also actively involved in lobbying activities within these areas.

Before joining Sony, I worked at TrusTrace as a Legal Analyst, where I gained experience in ESG, supply chain due diligence, and consumer protection legislation in the textile sector.

I am highly motivated to become Vice-Chair of the Consumer Protection Working Group. I would like to actively support members in understanding the fast-evolving legal requirements and discuss together practical challenges related to implementation. I also believe it is important to continue pushing for better harmonisation across EU Member States and to avoid national deviations which create unnecessary complexity for companies operating across Europe. Moreover, I would like to contribute to shaping balanced DIGITAL EUROPE positions to ensure that the views and concerns of all members are properly reflected.

Thank you and kind regards, Magdalena

