

# Fernando E. Hardasmal

Head of Digital & Product Solutions – Executive Vice President, DEKRA Group

Fernando E. Hardasmal was born in Málaga, Spain. He has a Bachelor's Degree in Economics from the University of Malaga, Spain and also holds a Master's Degree on Business Administration from the South East New Hampshire University, Manchester, NH, USA.

Fernando has worked in the Testing, Inspection and Certification (TIC) industry for more than 30 years. He has held management roles at TIC companies related to digital and high-tech testing and certification, being a pioneer in the wireless and mobile communication technologies in the early 90's, as CETECOM (where he was one of the founding members) and later on AT4 wireless until the company was acquired by DEKRA in 2015.

He has been very much involved in innovation, R&D, business and services development for years starting with the early stage of analog cellular and GSM in the 90's all the way to today's 5G, working on multiple wireless technologies as WiFi, Bluetooth, WiMAX, NFC, LoRA, Zigbee and many new areas of interest such as Cybersecurity, Artificial Intelligence, Machine Learning, IoT, Connected and Automated Driving. Furthermore, he has conducted business across many verticals like, ICT, Automotive, Consumer, Medical or Industrial.

Fernando has developed a significant part of his entire career from Malaga, Spain at the Malaga Tech Park, a very innovative environment; but has conducted business worldwide except for a few years he spent in United States as the CEO of CETECOM, Inc. at Silicon Valley, California.

After having served as Managing Director of DEKRA Testing and Certification, S.A.U., Fernando was offered a global role in the DEKRA organization as Global Market Segment and Sales Director for Product Testing and Certification from June 2016 to January 2019, when he became Head of the Service Division Product Testing. As of January 2023 Fernando Hardasmal is Head of Digital & Product Solutions, following the merge of the Service Division Product Testing and DEKRA DIGITAL.

Currently, Fernando is also the Chairman of the Product Testing and Certification Committee of the TIC Council.

Fernando is married and has two kids. He practices different sports daily, specially focusing in long distance running and he is sub-3 finisher of all the World Major Marathons (New York, Boston, Chicago, London, Berlin and Tokyo) and sub-2:45 marathoner at the age of 52.

