

Making Science Wins Google Cloud Services Partner of the Year Award for Iberia

The technology company won this category thanks to its strategic approach and exceptional service to clients such as Carrefour, Tradelnn and RIU Hotels & Resorts.

Madrid, April 8th — Making Science, a global leader in digital transformation, today announced that it has received the 2024 Google Cloud Services Partner of the Year Award for Iberia. This award presented at the global Next '24 event held in Las Vegas, recognizes the technology company for its achievements in the Google Cloud ecosystem, highlighting exceptional service that has led to the success of its customers.

"Google Cloud's Partner Awards celebrate the transformative impact and value that partners have delivered for customers," said **Kevin Ichhpurani, Corporate Vice President, Global Ecosystem and Channels at Google Cloud**. "We're proud to announce Making Science as a 2024 Google Cloud Partner Award winner and recognize their achievements enabling customer success from the past year."

To achieve this recognition, Making Science has developed advanced cloud-based solutions using Artificial Intelligence that, together with its knowledge and experience in advanced data analysis, has allowed clients such as RIU Hotels & Resorts to optimize their sales and Google Ads campaigns with data-driven marketing strategies. Similarly, thanks to its teams specialized in cloud architecture and infrastructure, the company has developed important migrations and improvements in the cloud infrastructure for clients such as Tradelnn, improving their operational efficiency, scalability, security, profitability and capacity for innovation.

José Antonio Martínez Aguilar, CEO of Making Science, adds: *"Our journey with Google Cloud has always been marked by innovation, experience and an unwavering dedication to driving our clients to success. We are delighted to receive this recognition, which once again consolidates our firm positioning as leaders in innovative cloud solutions throughout the Iberia region."*

Making Science's strategic focus on collaboration and innovation within the Google Cloud ecosystem has been key to achieving this award, which is reflected in the specializations that the company has achieved in areas such as Infrastructure and Machine Learning, together with the inclusion of its own AI solutions on Google Cloud Marketplace. A collaborative approach that underscores its market leadership and ability to provide exceptional value to its customers through constant innovation.

About Making Science

Making Science is a digital acceleration company that currently has more than 1200 employees and a presence and technological development in 15 markets: Spain, Portugal, Mexico, Colombia, France, Italy, UK, Ireland, Sweden, Denmark, Norway, Finland, Germany, Georgia and USA. As a consulting partner of Local Planet, the world's largest network of independent media agencies, Making Science offers digital marketing, Adtech and Martech, cloud technologies and software, and cybersecurity services globally, through delivery hubs that drive job creation and the availability of highly skilled technology talent.

Making Science is comprised of 4 business lines: the **Global Digital Agency with Technology**, with 360 digital advertising services that integrate strategic planning, creative, data and technology; the **Cloud, Software and Cybersecurity business**, with cloud-based solutions that deploy data intelligence and a specialized cybersecurity team; the **Artificial Intelligence and SaaS division**, with more than 400 engineers and data scientists for the development of platforms and digital solutions with AI technology applied to marketing; and the **Making Science Investment area**, with Ventis and TMQ, as a line of business diversification and implementation of the capabilities of all areas of Making Science.

In addition, the company participates in various ESG initiatives, including the Climate Pledge, the United Nations Global Compact and the Pledge1% initiative, supporting non-profit organizations in its community with a strong commitment to making a positive impact on the future.

Making Science

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