

## AMANCIO ORTEGA, A LEADER IN THE SHADE

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Currently, many managers pay more attention to image than product and daily management. On the contrary, a leader in the shade is someone who flees of any prominence, managing in silence and in a discreet way. That is, the anonymity is preferred before appearing in the mass media. In this sense, a reliable, careful and confidential management is chosen, but also effective. Thus, a good example of that kind of leader is Amancio Ortega, the leader of Inditex business group.

In 2009, he became 73 years old and owning 60% of the stakes at Inditex group. Moreover, he is the richest man in Spain –his personal fortune is 18,300 million euros-, occupying the position 10 in the list of international multimillionaires published by Forbes magazine. There are a few data regarding his private life, just he lives in a duplex located in A Coruña and he has lunch with his employees during the week in the firm's collective dining room in Arteixo. He never wears ties, he rarely misses a football match of Deportivo de La Coruña team, and his private aeroplane -36 million of euros- and Casas Novas riding centre –where he plays horse-riding, his passion- are the only known luxuries.

Silently and without big rejoicing, the conquest of Milan –the capital of Italian fashion- has been included in the list of Amancio Ortega's successes. Zara started to compete in the design cradle on April 10, 2009, and the opening day Amancio Ortega did not appear. His gesture did not go unnoticed for a city with designers who seek prominence and exhibitionism. He preferred to stay in Arteixo (A Coruña).

One of his characteristics is that he has not succumbed to temptation of the mass media throughout his career. He barely grants interviews, and the first time he was photographed, it was when the firm was preparing its entry to the Stock Market. With great discretion, and with his faithfulness regarding his profile of executive in the shade, he has established a fashion empire in Spain. That is why he repeats within report Merco, another year more, as the manager with best reputation among his competitors, colleagues and opinion leaders.