

HISPARUS PR&CONSULTING, SL

Perfil:

Miguel Bas was born in the USSR, into a family of "children of war" who in his childhood were evacuated to the Soviet Union from a Spain during the Civil War. This circumstance allows him to be totally bilingual, as Spanish from birth was the language of the home and Russian was of the street. His childhood and adolescence took place in Cuba, which contributed to a unique teaching process in both languages and his familiarization and rapport with Latin America.

However, he began his higher studies at the USSR, where he opted for a degree in engineering to chemistry that culminated in graduating from the Moscow University of Chemical Engineering and a master's degree in compression and pumping machinery. Simultaneously his love of lyrics grew, which resulted in various collaborations in the press and that led him to Radio Moscow International, where he combined work with the studies of journalism, directing and production of audio and video content.

He continued his journalistic career collaborating with various media in the Hispanic world, as well as from Italy and Brazil to betting on the EFE Agency, with which he covered the entire process of disintegration of the USSR, interviewed from on-strike miners to Presidents Mikhail Gorbachev and Boris Yeltsin, and covered seven wars and four armed conflicts from the site, for which he was awarded decorations, honorary diplomas and awards from Lithuania, Georgia, and Russia. He also served as a delegate to the EFE Agency in South America, where he headed the Montevideo office, responsible for the coverage of Mercosur and other regional and international agencies. He completed his career at EFE with a decade in charge of the Moscow office and the network of correspondents as a delegate in Russia, the CEI and the Baltics, covering the entire space of the extinct USSR. During that time, he combined journalistic, commercial, and administrative management with the study at the International University in Moscow until presenting his thesis on the development, promotion, and management of digital resources that he deserves an international MBA.

In 2013, he left EFE by taking an ERE after a management that in numbers is summed up by a 56% of reduction in expenditure and a revenue increase of 1,300%. Among the outstanding works of this period also stands out the plan of promotion and media coverage of the Dual Year Spain-Russia, jointly presented by the agency EFE and the Russian RIA N6vosti. From that moment he began his collaboration with that Russian agency, for which he carried out the optimization of human resources and creation of the new programming of the old broadcaster "La Voz de Rusia", the creation and commissioning of a new website and the development of a Spanish-language news agency with two tables in Moscow and Montevideo and a network of correspondents covering Spanish-speaking countries along with several capitals European. (At this stage Miguel Bas is committed to promoting the development of the cooperation of Russia and Spain, the Eurasian Union and Ibero-America in the most diverse fields).