



Juan Martín
Director
CENIE (International Centre on Longevity)

Bio:

In this role, he provides strategic leadership to multidisciplinary research teams focused on positioning the Longevity Economy as a strategic sector for the Iberian Peninsula, and on the development of a structural project aimed at identifying a quality-of-life model within an inclusive, integrative, and economically sustainable society—particularly in the field of social rights.

Accordingly, he has spearheaded the advancement of the Longevity Economy, serving as coordinator of major studies such as *“The Longevity Economy in Spain”* and *“The Impact of Age on the Labour Market and Business Resilience in Spain”*, as well as international events such as the *International Congress on the Longevity Economy*.

He also leads research efforts that aim to establish preventive care as a foundational pillar of health systems. One key initiative is *IBERLONGEVA*, a Spanish Portuguese project with the goal of creating an Observatory to identify the early stages of frailty and to serve as a guide for the design of community-based and personalized prevention programmes. He has also promoted studies on the importance of community action in addressing unwanted loneliness and social isolation, as well as empirical research on the treatment of sarcopenia and the potential of technology to support healthy habit formation.

Another field of work in which he is actively engaged is the promotion of Financial Well-being, considered a key factor in quality of life. Under his leadership, the study *“Financial Health: Our Decisions and the Future”* has been conducted.