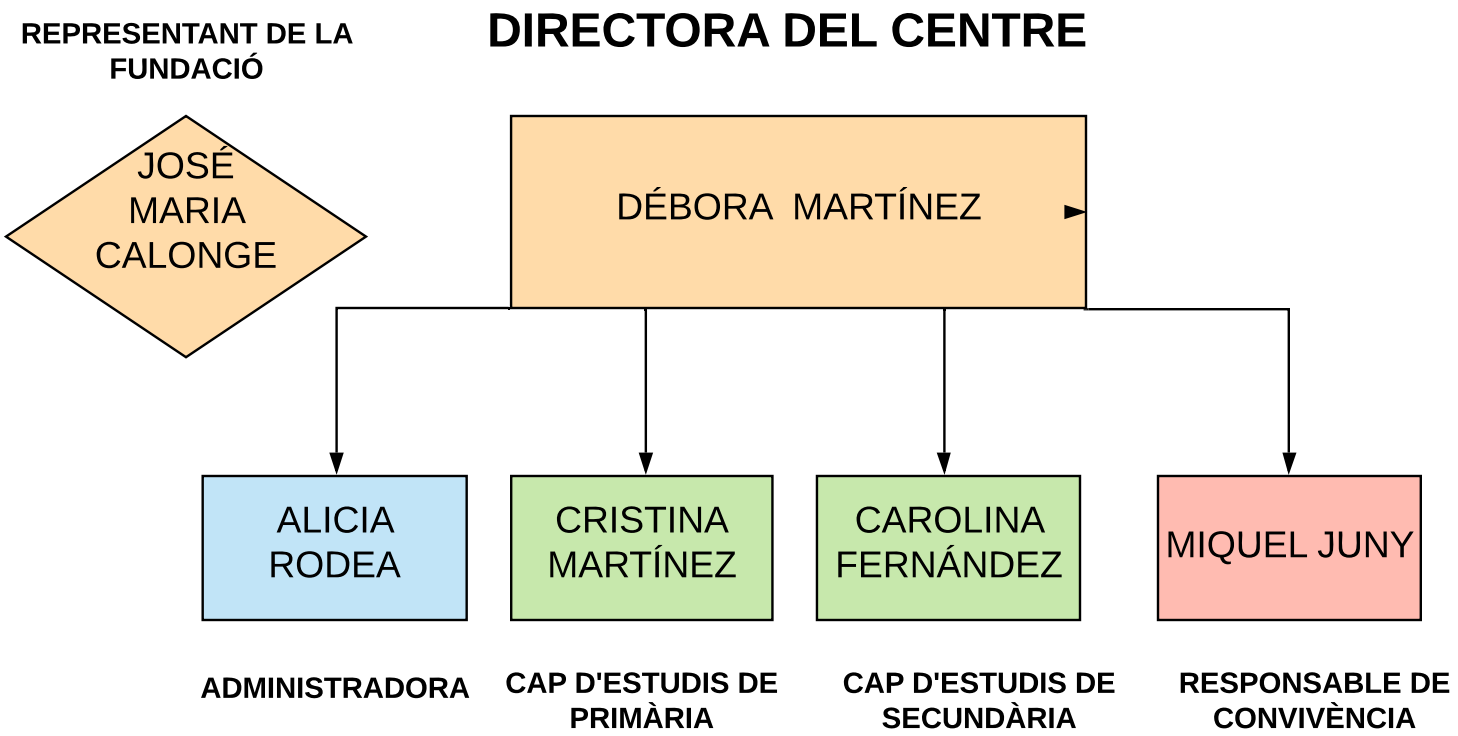PERFIL DE L'EQUIP DIRECTIU