Joan Carles Martorell (Mallorca, 1981). Graduated in Audiovisual Communication at the Universitat Autònoma de Barcelona. He has been a producer and executive in television, film and digital media. From 2016 to 2023 he was director of the Balearic public television IB3. He has also worked for Apple (Ireland) and 2btube (Madrid and Mexico). In the Catalan area, he is currently executive producer at Auca Films.