

Matías Zavia

PR and Communications
Specialist, Magnific

Matías Zavia leads communications and press relations for Magnific in Europe. When Magnific announces something, his job is to make sure the right people understand all the context. That means overseeing press releases, briefing journalists, prepping spokespeople, and making sure a launch opens commercial conversations, not just headlines.

He spent fifteen years on the other side of that relationship. Starting in 2009 at Weblogs SL, he wrote for some of Spain's most-read tech publications — Xataka, Genbeta, Applesfera — before moving to Gizmodo, where he spent eight years covering technology, science, and space exploration. He knows how journalists think, what makes a story worth telling, and what is just noise. That instinct doesn't switch off.

In 2023, he launched *monos estocásticos*, today one of the most referenced AI podcasts in Spanish. Three years interviewing founders, researchers, and product builders while translating everything into a language a non-engineer can follow. That discipline — knowing what matters and making it legible — is exactly what he applies at Magnific every day. The podcast also led him to interview Joaquín Cuenca. In December 2025, that conversation became a job.

His conviction: the AI debate in Spain is still arguing about the technology itself, while other markets have moved on to covering what creatives are doing with it. What a small studio or a solo creator can put together today was out of reach a year ago, and that shift is the part of the story he thinks Spanish-language media has mostly missed. Closing that gap is a meaningful part of his role at Magnific.

Outside work, Matías is obsessed with space and rockets. He runs two more podcasts: *ELON*, about Elon Musk, and *PARSEC*, about the space industry — which Jeff Bezos follows on Twitter. Make of that what you will.

"The interesting story isn't whether AI is good or bad. It's what people are already building with it — and why most of us aren't paying attention."

— Matías Zavia, PR and Communications Specialist, Magnific