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‘The Gardener’ Producer José Manuel Lorenzo to Receive Conecta Fiction & Entertainment Honor

"Lorenzo has remained at the forefront of the ever-changing audiovisual market, consistently championing innovation, high-quality content and international reach," the Conecta team said.

BY GEORG SZALAI  APRIL 29, 2025 11:41AM



José Manuel Lorenzo COURTESY OF LISBETH SALAS

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TV producer **José Manuel Lorenzo** (*The Gardener*, *The Hunt*), a former top executive at Spanish TV companies RTVE, Publiespaña, Antena3, Sogecable and Canal+, will receive an honorary award at the 9th edition of the industry market and networking event **Conecta Fiction & Entertainment**, which takes place in Cuenca, Spain June 16-19.

The award recognizes "his exceptional career in the audiovisual sector, where Lorenzo has been a key figure in the evolution of modern Spanish television and the elevation of scripted content as a cultural and export engine," organizers said.

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The **Conecta** awards committee also highlighted that "Lorenzo embodies like few others the passion and transformation driving the industry forward in Spain."

Previous recipients of the honor include such industry heavyweights as José Velasco (Spain) and Michele Benzeno (France).

"For over three decades, José Manuel Lorenzo has remained at the forefront of the ever-changing audiovisual market, consistently championing innovation, high-quality content and **international reach**," the Conecta team emphasized, lauding "his strategic foresight and creative leadership."

Born in Pontevedra in 1959, Lorenzo is the president and founder of DLO Producciones, a film and TV production company that is part of **production powerhouse Banijay Group**. Trained as an industrial engineer, he began his professional career at the Trillo Nuclear Power Plant before making a pivot into entertainment. He studied film and theater directing at TAI and later earned a master's in Television Marketing at San Diego State University.

Lorenzo also founded and led Grupo Drive and co-founded and served as executive president of Boomerang TV. From 2015 to 2018, he served as president of the Non Stop People channel before becoming CEO of DLO/Magnolia.

"Lorenzo has spearheaded some of the most celebrated scripted and entertainment projects in Spain, including the hit *The Hunt* franchise — successfully adapted in France, *Tell Me Who I Am*, *The Immortal*, *Not One More*, *Second Death* and standout productions like *Radio Gaga*, *History Zero*, *Lord*, *Give Me Patience*, and *Sing On!*," Conecta said. "Most recently, he produced *The Gardener*, a global Netflix hit filmed in his hometown of Pontevedra (Galicia) — a fitting symbol of his deep connection to both place and story."

Lorenzo said, "It is an honor to receive this award, which brought me tremendous joy." But he also noted: "This prize is not just for me — it's for our language, which opens doors around the world, and for the dedication and craft of an entire industry."

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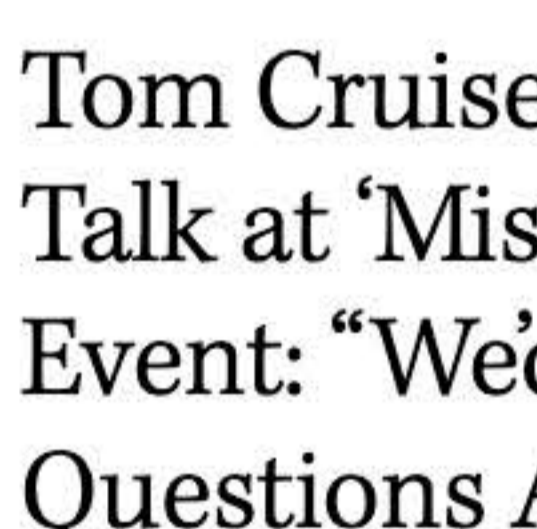
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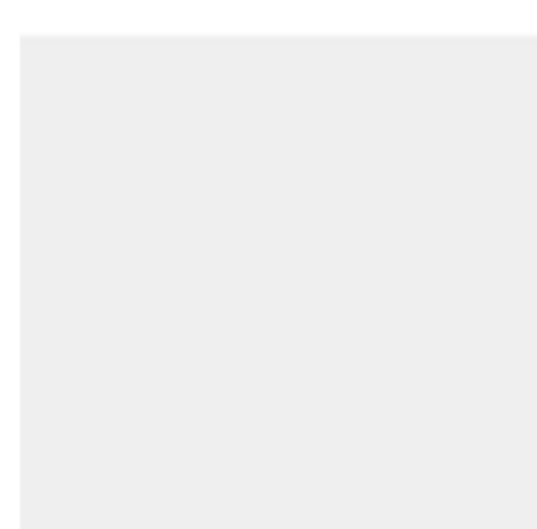
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