

Sofía López

Head of Social & Community,
Magnific

Sofía López didn't take the conventional path into technology. Born in Cádiz in 1994, she studied Art History in Málaga — drawn by a curiosity that never fit neatly into a single discipline. Science fascinated her just as much as art. In another life, she says, she might have studied astrophysics.

She followed her degree with a master's in Museum Studies, specializing in curation, conservation, and the power of exhibitions as a storytelling medium. She spent four to five years across the Pompidou Museum and the Russian Museum in Malaga. Starting on the gallery floor, learning to contextualize works for visitors encountering them cold, while developing a strong presence communicating art history online. That combination of deep knowledge and accessible communication became her edge.

Her most distinctive work lies at the intersection of art and science, particularly astronomy. She collaborated with CSIC- INTA to research how visual culture and scientific imagination have always shaped one another.

At Magnific, Sofía leads Social & Community — driving adoption of AI tools through go-to-market strategy, creator programs, and brand campaigns that give the company its human voice. She works at the intersection of product, marketing, and community, ensuring narrative consistency across events, PR, and the creative ecosystem Magnific is building around its platform. For her, Magnific represents the latest chapter in a story she has studied her whole career: technology and creativity advancing together, each expanding what the other makes possible.

Her conviction: generative AI is a blank canvas. In the hands of a great artist, it produces an extraordinary work. Judgment — what to make, how to make it, and why it matters — stays entirely human.

Growing up between cities, shaped by a household where art and scientific curiosity coexisted equally, Sofía has spent her career proving that those two worlds belong together.

"Generative AI is a blank canvas. Give it to a great artist and watch what happens."

— Sofía López, Head of Social & Community, Magnific