

CURRICULUM VITAE

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- ❖ **Personal Web Site:** <https://nachocarnes.es/>

PROFFESIONAL EXPERIENCE

- **January 2021 – Present**

EXECUTIVE ADVISOR at B4Bind™

- Digital Marketing & Programmatic Marketing Expert, Senior Marketing & Data Strategy Consultant, Coach and Speaker
 - ✓ *Helping Companies to Build Revenue, Optimize Resources, Accelerate Growth and Develop Business & Data Strategy in EU & LATAM*

- **November 2019 – October 2020 (1 year)**

MARKETING DIRECTOR (EU & UK) at ELIXINOL GLOBAL (EXL)

- Global Consumer Brand with products in multiple cannabis verticals, including CBD-Based Supplements and Skincare, Hemp Food and Medical Cannabis
 - ✓ *Definition and coordination of the implementation of new and additional MarTech tools*
 - ✓ *Launch of a new line of CBD Products: CBD Bath, Beauty and Skincare Products*

- **April 2017 – November 2019 (2 years 8 months)**

SENIOR DIGITAL MARKETING MANAGER at ACCENTURE INTERACTIVE

- December 2018 – November 2019: LEAD OF PROGRAMMATIC MARKETING, INNOVATION & THOUGHT LEADERSHIP at Accenture Interactive, and LIAISON between Accenture Interactive Iberia and the Accenture Interactive Innovation Center located in Sophia Antipolis (France)
- April 2017 - December 2018: PAID MEDIA STRATEGY & PROGRAMMATIC MARKETING LEAD at Accenture Interactive

- ✓ *Local: ORANGE (Creation of its In-House Trading Desk), ZURICH (Strategic Planning and Launching of KLINC in Spain) and MELIA HOTELS (launch of the first Programmatic DOOH Pilot in Spain, with the MELIA First-Party Data activation)*
- ✓ *International: MELIA HOTELS INTERNATIONAL, AVIANCA (Off Site and On Site Personalisation Project) and COSMOTE (Traffic and Conversions Optimization Project)*

- **September 2016 – April 2017 (8 months)**

HEAD OF DATA & eCOMMERCE (Iberia, México & UK) at ROI UP Agency

- Mainly Focused on the BARCELO HOTELS European Paid Media Strategy definition & Implementation for 2017
 - ✓ *Paid Search, Paid Social, Display Ad & Programmatic Ad, Measurement & Optimization*
 - ✓ *Management of the tasks oriented to integrate and coordinate the ROI UP teams in the BARCELO HOTELS working processes*
 - ✓ *Additional Responsibilities: PIKOLINOS, THE STYLE OUTLETS & HI REAL ESTATE*

- **December 2014 - September 2016 (1 year 10 months)**

GLOBAL eCOMMERCE MANAGER at G DATA (HQ - Bochum, Germany)

- eCommerce & mCommerce, Digital Marketing, Digital & Data Strategy: Branding, Traffic Acquisition, Engagement, Distribution, Retention & Loyalty
 - ✓ *SEO Program + ASO Program*
 - ✓ *Creation of the G DATA Trading Desk (Headquarter, Germany)*
 - ✓ *Data Collecting Strategy, Measurement & Attribution: Data Science*
 - ✓ *Retention Program: eMailing, In Product Message (IPM), In Product Purchase (IPP), SMS/MMS*
 - ✓ *New Acquisitions Program: Paid Search, Paid Social, Affiliate, Display Ad/Programmatic Ad & Promotions*
 - ✓ *New User Experiences: Trial Distribution Program*
 - ✓ *Conversion Rate Optimization (CRO)*

- **August 2009 – November 2014 (5 years 4 months)**

SENIOR DIGITAL MARKETING MANAGER at KASPERSKY LAB

- February 2013 to November 2014: SENIOR MANAGER, Global Digital Marketing Organization at Kaspersky Lab Europe
- January 2012 to January 2013: HEAD OF MARKETING at Kaspersky Lab IBERIA (Spain and Portugal)
- August 2009 to December 2011: ECOMMERCE & DIGITAL MARKETING MANAGER at Kaspersky Lab IBERIA (Spain and Portugal)
 - ✓ *Direct Reporting to the Vice President (VP) of Marketing (Europe) and to the Vice President (VP) of Digital Marketing (Europe)*

- ✓ *Focused on the Kaspersky Lab Global Strategic Projects to improve Kaspersky Branding (Display Ad Program), to increase Qualified Traffic driven to the Kaspersky Lab eStores (SEO, Paid Search, Paid Social, Affiliate Program, Marketplaces & Re-Targeting Program), and the Optimization of Conversions Rates (ROI)*

- **November 2007 – August 2009 (1 year 10 months)**

DIGITAL MARKETING MANAGER at GLOBALIA

- AirEuropa.com and HalconViajes.com

- ✓ *Focused on SEO & Paid Search, Advertising Campaigns, Display Ad Program, Media Planning, Promotions, Collaboration Agreements, Social Media Optimization (SMO), Social Media Marketing (SMM) & Measurement (Web Analytics Tool, Ad Server & External tools)*

- **March 2005 – September 2007 (2 years 7 months)**

RESEARCH & PROMOTIONS RESPONSIBLE at YAHOO! SPAIN

- RESEARCH RESPONSIBLE, supporting the Marketing Department needs: Audience Analysis (Internal Tools & External Sources), and researching to understand the Users behaviour and expectations, and optimize their Experiences
- PROMOTIONS RESPONSIBLE, Designing, Negotiating, Implementing, Managing and Measuring the performance of the online and offline Promotions
- Additionally, LIAISON between the Marketing Department & the PR Department
 - ✓ *PROMOTIONS: Yahoo! Fifa06 and Marca*
 - ✓ *COLLABORATION AGREEMENTS: QUO Magazine, Muy Interesante (G+J), FHM (Focus), ESIC, PlayStation, MuchoViaje.com*
 - ✓ *INVOLVED IN THE LAUNCH OF: Yahoo! EuroSport, Yahoo! Go, Yahoo! OneSearch, Yahoo! Panama, Yahoo! Answers, Yahoo! Messenger VoIP, Interop between MSN Messenger and Yahoo! Messenger, Kelkoo Express, and Yahoo! Music*

- **February 2004 – February 2005 (1 year – 1 month)**

PROMOTIONS MANAGER at COLUMBIA TRISTAR FILMS (SONY ENTERTAINMENT)

- Focused on the release of the movies distributed by COLUMBIA TRISTAR FILMS: OOH (Out-of-Home Advertising Campaigns), Online & Offline Promotions and Collaboration Agreements
- MOVIES:
 - ✓ *Punisher – June, 2004*
 - ✓ *SpiderMan2 – July, 2004*
 - ✓ *Thirteen going on thirty – August, 2004*
 - ✓ *White Chicks – October, 2004*
 - ✓ *Di que sí – November, 2004*

- ✓ *Christmas on the Kranks – December, 2004*
 - ✓ *Bad Santa – December, 2004*
 - ✓ *Spanglish – February, 2005*
 - COLLABORATIONS: Yves Rocher, Ray Ban, Raymond Weil, Cepsa, Adidas, Reebok, Sun Planet, smart-Mercedes Benz, Pizza Hut, PlayStation, Sony Music, Foster's Hollywood, Hola, Metro, 20Minutos, Viajes Marsans
- **June 2003 – February 2004 (9 months)**
ADVERTISING DIRECTOR at MERCEDES-BENZ MAGAZINE
 - LifeStyle Magazine: OJD (<https://www.ojd.es> - Jul 2008 to Jun 2009) Circulation 130.959 and Diffusion 129.037
 - ✓ *Focused on Advertising Agreements with main Media Planning Companies and main Luxury Brands*
- **February 2002 – May 2003 (1 year 8 months)**
MARKETING & COMMUNICATION RESPONSIBLE at escapareteinmobiliario.com
 - Launch of escapareteinmobiliario.com, Digital Platform/Online Meeting Point for Internet User interested on Buy/Sale and Renting of apartments, flats, and country house
- **August 2000 – January 2002 (1 year 6 months)**
MEDIA PLANNER at NETTHINK-CARAT, Digital Agency owned by CARAT
 - Accounts: NEC, MERCURI URVAL and Osiatis
 - ✓ *Additional supporting to the Media Planner Director for the Telefonica Digital Campaigns*
- **August 1999 – July 2000 (1 year)**
ACCOUNT EXECUTIVE at LOOK&ENTER
 - Accounts: Muy Interesante - <http://www.muyinteresante.es/>, Allied Domecq - <http://www.alliedomecq.com/>, ALCATEL and Endesa
- **March 1999 - July 1999 (5 months)**
ASSISTANT at OLIVETTI (Sales and Marketing Department)
 - ✓ *Supporting all the operational and tactical needs and tasks*
- **November 1998 - February 1999 (4 months)**
TRAINING at DELVICO BATES Agency

ADDITIONAL PROFESSIONAL INFORMATION: LECTURER

Professor of Digital Marketing, Global Strategy, and Analytics & Measurement at:

- ✓ **ESIC**, Business & Marketing School – (2008 to 2021)
- ✓ **Universidad Santiago de Compostela (USC)** – (2020 & 2021)
- ✓ **Universidad Francisco de Vitoria (UFV)** – (2017 & 2018)
- ✓ **Universidad CEDIM (Monterey, México)** – (2019 & 2021)
- ✓ **Universidad Sergio Arboleda (Colombia)** – (2020)
- ✓ **ICEMD** – (2012 to 2021)
- ✓ **KSchool** – (2010 to 2021)
- ✓ **adigital**, digitalXborder Program – (2018 to 2021)
- ✓ **Skiller** – (2019 to 2021)
- ✓ **WINDUP School** – (2019 to 2021)
- ✓ **ESADE**, Digital Business School – (2018)
- ✓ **The Valley**, Digital Business School – (2014)
- ✓ **FUNDESEM**, Business School – (2013)
- ✓ **CECO** – (2011 to 2013)
- ✓ **CESMA**, Business School – (2014 to 2016)

UNIVERSITY GRADUATE

- January 2006 to June 2006: **Master's Degree in DATA MINING AND MARKETING INTELLIGENCE (Digital Marketing)** – ESIC, Business and Marketing School
- October 1998 to June 1999: **Master's Degree in ADVERTISING MANAGEMENT** - Universidad Complutense de Madrid (UCM)
- October 1993 to September 1998: **Bachelor's Degree in ADVERTISING AND PUBLICITY** - Universidad Complutense de Madrid (UCM)

LANGUAGES

Spanish: Native language

English: Fluent English speaking and writing