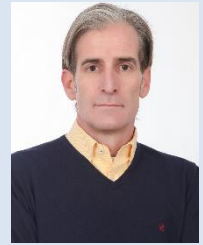


NACHO CARNÉS SÁNCHEZ

Executive Advisor



PROFILE

A confident and highly organized Executive Advisor with an overall experience of more than 20 years mainly in Advertising, Digital Marketing, Digital Strategy & Data Strategy, Display Ad & Programmatic Marketing, eCommerce, Research Marketing, Measurement, CRO & Attribution, and Investment Optimization, worked with multinational companies within multicultural environment. Specialized in digital transformation, data strategy and in implementing the agile approach with the abilities to adapt to new environments and manage major projects. Excellent organizational, time management, managerial strategic decision-making skills with good communication skills in English and Spanish. Deep knowledge of integration of strategic innovation and advanced Data technology. Holding multiple degree and professional certification from recognized University. Seeking company requiring bold & competent leadership, bringing years of professional experience to facilitate operations, maximize results and growth

WORK EXPERIENCE

B4BIND™

Executive Advisor

Jan. 2021 – Till Date

- Working as Digital Marketing & Programmatic Marketing Expert, Senior Marketing & Data Strategy Consultant, MarTech & AdTech, Coach and Speaker
- Helping Companies to Build Revenue, Optimize Resources, Accelerate Growth and Develop Business & Data Strategy in EU & LATAM.
- Authorized for directly reporting to the CEO.

ELIXINOL GLOBAL (EXL)

Marketing Director (EU & UK)

Nov. 2019 – Oct. 2020

- Global Consumer Brand with products in multiple cannabis verticals, including CBD Based Supplements and Skincare, Hemp Food and Medical Cannabis.
- Responsible to define and coordinate for the implementation of new and additional MarTech tools.
- Launch of a new line of CBD Products: CBD Bath, Beauty and Skincare Products
- Directly reporting to the CEO

ACCENTURE INTERACTIVE

Senior Digital Marketing Manager

Apr. 2017 – Nov. 2019

- Lead of Programmatic Marketing, Innovation and Thought Leadership, and LIAISON between Accenture Interactive Iberia and the Accenture Interactive Innovation Center located in Sophia Antipolis (France) **Dec. 2018 – Nov. 2019**
- Paid Media Strategy & Programmatic Marketing Lead
- **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) **Apr. 2017 – Nov. 2019**

CONTACT

📍 Community of Madrid, Spain

📞 +34 616 410 322

✉ nachocarnes@gmail.com

SOCIAL

in <https://www.linkedin.com/in/nachocarnes/>

📄 nachocarnes

LANGUAGES

- Spanish (Native)
- English (Fluent)

KEY SKILLS

- Results Oriented
- Strategic Thinker
- Leadership
- Good Communication
- Planning & Organizational Skills
- Assertive & Adaptability
- Problem Solver
- Business Strategy
- Motivating Team Members
- Detail Oriented
- Team Management
- Self Motivated

ROI UP AGENCY

Head of Data & Ecommerce (Iberia, México & UK)

Sep. 2016 – Apr. 2017

- 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

OTHER EXPERIENCE

- Global Ecommerce Manager at G DATA HQ - Bochum, Germany Dec. 2014 – Sep. 2016
- Senior Digital Marketing Manager at Kaspersky Lab Aug. 2009 – Nov. 2014
- Digital Marketing Manager at Globalia Nov. 2007 – Aug. 2009
- Research & Promotions Responsible at Yahoo Mar. 2005 – Sep. 2007
- Promotions Manager at Columbia Tristar Films (Sony Entertainment) 2004 – 2005
- Advertising Director at Mercedes-Benz Magazine Jun. 2003 – Feb. 2004
- Marketing & Communication Responsible at escapareteinmobiliario.com Feb. 2002 – May 2003
- Media Planner at Netthink-Carat, Digital Agency owned by Carat Aug. 2000 – Jan. 2002
- Account Executive at Look & Enter Aug. 1999 – Jul. 2000
- Assistant at Olivetti (Sales and Marketing Department) Mar. 1999 – Jul. 1999
- Training at Delvico Bates Agency Nov. 1998 – Feb. 1999

LECTURER/PROFESSOR EXPERIENCE

- ESIC, Business & Marketing School 2008 – 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 – 2021
- KSchool 2010 – 2021
- Adigital, digitalXborder Program 2018 – 2021
- Skiller 2019 – 2021
- WINDUP School 2019 – 2021
- ESADE, Digital Business School 2018
- The Valley, Digital Business School 2014
- FUNDESEM, Business School 2013
- CECO 2011 – 2013
- CESMA, Business School 2014 – 2016

DECLARATION

I authorize the processing of my personal data pursuant to General Data Protection Regulation (EU GDPR) 2016/679.

AREAS OF EXPERTISE

- International Marketing Management
- Business Development
- Implementing Sales & Marketing Strategy
- Sales & Marketing Management
- Project Management
- General Administration
- Data Mining
- Digital Marketing
- Ecommerce Management
- People Management
- Advertising & Publicity
- Media Planning
- Communication & Publicity
- Research & Data Management
- MarTech & AdTech

EDUCATION

- 🎓 **Master's Degree in Data Mining & Marketing Intelligence (Digital Marketing)** at ESIC, Business and Marketing School 2006
- 🎓 **Master's Degree in Advertising Management** at Universidad Complutense de Madrid (UCM) 1999
- 🎓 **Bachelor's Degree in Advertising & Publicity** at Universidad Complutense de Madrid (UCM) 1998

PERSONAL

🚩 **NATIONALITY**
Spanish

🎮 **HOBBIES**
Learning & Exploring new things, Travelling, Reading