

# ÁLVARO MALMIERCA



I am an entrepreneur. I am a storytelling believer. I **embrace this change of era to lead companies into new business models to be relevant to society.** That's my job and passion: use technology and creativity to connect, transform and solve needs.

I identify and explore new digital trends to support companies and brands grow, connect with their audience, online performance, increase sales, meet business objectives, find their purpose and new business models.

"There's nothing in the world more powerful than a good story."  
Tyron Lanister.

## EDUCATION

### < ISDI >

Master Internet Business (MIB)

Computer Science  
(UAB) 1998

Audiovisual Communication  
(UIC) 2005

## CONTACT

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I work to create the new business models, products, and jobs this new digital era needs to make companies grow and stay relevant.

I was 17 years in some of the most recognized digital agencies leading projects for brands like Nike, Greenpeace, Jazztel, Pepsico, eDreams, Audi, CaixaBank, Mercedes-Benz and others. Now I'm leading the digital marketing and media department at ColaCao and Nocilla (leader brands in their markets). In addition, I'm a professor of digital marketing and innovation workflows at the Polytechnic University of Catalonia. I've founded my own digital business consulting firm to help other startups to define, grow up and launch their companies.

## CURRENT EXPERIENCE

### Business Digital Manager at Idilia Foods 2016 – Present

I lead the Digital Marketing area (strategy, media, and creative). Together with our media and creative agencies, we work to define and develop marketing plans in the digital space to meet business objectives. I also lead the business model transformation of our company.

I manage 5M€ in digital initiatives to reduce the CAC (customer acquisition cost) and improve the CLTV (customer live time value) and ARPU (average revenue per user) to contribute our more than 190M€ incomes.

Some of the projects I am responsible:

- Define the digital & social media strategy, the digital media plan and the creative & content messages.
- Define and implement our programmatic platform (DMP & DSP)
- Responsible for CRM & Performance strategy
- Governance of the innovation LAB & new media trends methodology
- Partnerships: I build a strong programs with key partners like Google, Facebook, Spotify, Amazon, and others.
- Define the "influencers" strategy.
- Create the Idilia digital Academy. We help to improve the digital skills for all the employees of the company.
- Ambassador to the AGILE & LEAN implement program.

## OTHER PROJECTS

**Master Associate  
Professor**  
Universitat Politècnica  
de Catalunya  
2017 – Present

**Master Associate  
Professor**  
Planeta Formación  
2017 – Present

**DreamsUp**  
[www.dreamsup.es](http://www.dreamsup.es)  
Founder  
2017 – Present

## PREVIOUS EXPERIENCE

**BBDO & Proximity**  
Head of Innovation  
& Technology  
2014 – 2016

**Pavlov**  
Head of Digital & Digital  
Strategic Planner  
2010 – 2014

**DoubleYou**  
Account Director  
2005 – 2009