

Better decisions.
Better business.

I help leadership teams connect **strategy, AI and culture** to drive business growth - turning the decisions that matter into priorities, capabilities and execution.

23+	25+	5	5x
YEARS OF EXPERIENCE	COUNTRIES LED GLOBALLY	M&A PROCESSES EXECUTED	MARKETING ROI IN A GROWTH ROLE

PROFILE

I have spent my career working across multiple sides of the business.

Creative agencies taught me to challenge conventions. Brands taught me to understand customers and organizations. Growth businesses taught me to connect decisions with numbers. Leadership taught me that execution is ultimately about people.

Today I bring those perspectives together when working with executives and organisations facing a simple but difficult question: what should we do next - and what will actually create value?

Experience builds judgement. Curiosity keeps it useful.

EXPERIENCE

Closer to the decisions that shape the business.

Operating experience across business, growth, marketing and transformation - from board-level leadership and international networks to business and AI advisory.

2022 - PRESENT

Global Managing Director

Havas Play · Havas Group

Leading the Havas Play network across **25+ countries** - strategy, product, revenue growth and talent. Delivered **15% revenue growth**, executed **5 M&A processes** and expanded the network into **5 new markets** in two years.

2023 - PRESENT

Founder & Business / AI Advisor

Bionic Minds

Business and AI advisory for leadership teams, focused on where technology can improve decisions, operations, products and growth. Executive workshops and programmes for organisations including **Telefónica, Kia, Decathlon** and **Fundació La Caixa**.

2019 - 2022

CMO, Growth Director & Board Member

FloraQueen · FloraChic

Led brand strategy, eCommerce, performance and retention across **21 countries**. A **€5M investment generated ~€25M in revenue (5x ROMI)**. Built a data-driven growth culture and led a 25-person team as a board member.

EXPERIENCE

2015 - 2019

Business Manager & Media

Idilia Foods · ColaCao & Nocilla

Managed **€20M in media investment** across leading FMCG brands. Shifted digital mix from **10% to 35%**, increasing youth penetration by **25%**. Introduced programmatic, CRM and performance capabilities and led the Idilia Digital Academy.

2001 - 2015

Head of Digital & Strategy

DoubleYou · BBDO · Pavlov · Elogia

Fourteen years across leading creative and digital agencies, combining strategy, creative direction and client leadership for brands including **Nike, Audi, FC Barcelona, Pepsico, eDreams and CaixaBank**.

HOW I CREATE
VALUE

Business, people and technology - connected.

01

Business & Growth

Strategy, prioritisation, business models, expansion and the decisions that create sustainable growth.

02

AI & Business
Reinvention

AI applied where it creates value: decisions, operating models, capabilities, products and new ways of working.

03

Leadership &
Organisations

Executive teams, operating models, talent and the organisational conditions required to execute.

04

Marketing & Creativity

Brand, customer understanding, data and creativity used as genuine levers for commercial advantage.

Bionic Minds

AI is not the destination. The focus is using it to improve judgement, sharpen priorities, evolve operating models and unlock real growth opportunities.

ADVISORY

EXECUTIVE WORKSHOPS

CRITERIA

IMPACT

THOUGHT LEADERSHIP

Regular speaker and contributor on AI, marketing and business transformation, with public work across leading business and marketing media.

Forbes

Business Insider

Anuncios

Marketing News

20minutos

EDUCATION & TEACHING

Associate Professor - eCommerce Program 2020 - Present
ISDI

Master in Internet Business 2018
ISDI

Leadership & Team Management 2017
EADA Business School

Degree in Audiovisual Communication 2005 - 2009
UIC Barcelona

Computer Science 1999 - 2005
UAB

LANGUAGES

Spanish

Native

Catalan

Native

English

Advanced

Selected organisations and brands: Telefónica · Kia · Decathlon · Fundació La Caixa · Nike · Audi · FC Barcelona · Pepsico · ColaCao · Nocilla