

# ÁLVARO MALMIERCA

Business, IA, Marketing, Sales,  
People and Innovation

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

Tyron Lanister  
Game of Thrones

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

I am an entrepreneur. I am a  
Storyteller. I love technology and  
creativity. I embrace this change of  
era to lead companies into new  
business models to be relevant to  
society. This is my job and passion:  
use technology, data & creativity to  
connect, transform and solve  
people's needs.

People first mindset. I believe in co-  
creation and collaboration.

## EDUCATION

**ISDI** (2018)  
Master Internet Business (MIB)  
**EADA** (2017)  
Leadership & team management  
**Computer Science**  
(UAB) 1998  
**Audiovisual Communication**  
(UIC) 2005

## CONTACT

[www.linkedin.com/in/alvaromr](http://www.linkedin.com/in/alvaromr)  
[www.alvaromalmierca.com](http://www.alvaromalmierca.com)  
[amalmierca@gmail.com](mailto:amalmierca@gmail.com)

T. 626 790 200

2022 - Current	2019 - 2022	2015 - 2019	2001 - 2015
<b>Global Managing Director</b> Havas PLAY Havas Media	<b>CMO &amp; Board Member</b> FloraQueen and FloraChic	<b>Digital business manager</b> Idilia Foods ColaCao & Nocilla	<b>Head of Digital Creative agency</b> DoubleYou, Elogia, Pavlov & BBDO

I spent 15 years in some of the most recognized agencies leading projects for brands like Nike, FC Barcelona, Durex, Pepsico, eDreams, Audi, Vueling and others. Afterwards, I Lead the digital marketing and media department at ColaCao and Nocilla (leader brands in their markets). In the last years as a CMO, I helped FloraQueen to double income in a flower delivery ecommerce. Now, I am leading Havas PLAY, a business consultancy part of Havas Group in over 25 countries. I am also an IA speaker and trainer.

## SUCCESS FACTS & PREVIOUS EXPERIENCE

### • **Global Managing Director** **Havas PLAY (Havas Group) > 2022 - Present**

As Global Head of Havas Play, I lead our Havas PLAY Network in over 25 countries. I am responsible for strategy, product development, business growth, team organization, and client engagement alongside our senior local leaders. We connect communities and fandoms with brands through people's passions such as Sports, Music, Gaming, Fashion, entertainment or Lifestyle to help companies reach their business goals.

### • **CMO, GROWTH DIRECTOR AND BOARD MEMBER** **FloraQueen > 2019 - 2023**

At FloraQueen we make people smile by sending flowers around the world. Leading marketing and growth team (Brand, eCommerce, traffic, product and retention) we help the company reach growth objectives and build relevant brand awareness and loyalty. We invest around 5M€ to earn almost 25M€.

### • **DIGITAL BUSINESS MANAGER** **Idilia Foods (Colacao & Nocilla) > 2015 - 2019**

Responsible for the Digital Marketing area (strategy, media, and creative). We work to define and develop marketing plans in the digital space to meet business objectives. I also work for the business model transformation of our company.

### • **HEAD OF DIGITAL & STRATEGY IN CREATIVE AGENCIES** **DOUBLEYOU, BBDO, PAVLOV & ELOGIA > 2001 - 2015**

We helped brands to be relevant to society and achieve their business goals.

## OTHER PROJECTS

### **Next Mind**

Empowering teams to think  
differently and use AI  
transforming the way they  
work and create value.

### **Master Associate Professor & Mentor**

ISDI  
ecommerce program  
2020 - Present

### **DreamsUp**

Founder  
Startup accelerator  
and mentoring.  
[www.dreamsup.es](http://www.dreamsup.es)