

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

www.alvaromalmierca.com

amalmierca@gmail.com

T. 626 790 200

2022 - Current	2019 - 2022	2015 - 2019	2001 - 2015
Global Managing Director	CMO & Board Member	Digital business manager	Head of Digital Creative agency
Havas PLAY Havas Media	FloraQueen and FloraChic	Idilia Foods ColaCao & Nocilla	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