### LUISA MORALES ESCUDERO Madrid, Spain

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## MAIN EXERIENCE

### O'PADEL. Padel Fashion Brand Madrid, Spain 2022 – Present Co-founder. Creating and launching the new brand from conceptualization and business planning to actual sales in the Middle East and Europe translating a business trend into an innovative idea.

Responsible for product design, business management, and marketing development.

## Notsobasic.es. Fashion E-commerce

### **Business Owner**

Creating and developing the e-commerce and marketing strategy and its implementation understanding all the phases of the product cvcle.

### ISDI. The business school for the digital era.

### Mentor, Facilitator and Teacher.

- 2019 Present Mentoring teams in various In-Company Innovation programs, focusing on digital transformation and innovation for Tier-1 companies using Design Thinking, Lean Startup, and Agile methodologies.
- Mentoring teams in E-commerce programs, guiding the development of real e-commerce shops involving Shopify, Google Ads, Meta advertising campaigns, and data analysis with Google Analytics.
- Facilitating new business opportunities workshops and bootcamps trough different tools such as empathy map, ecosystem map, value proposition, business model, customer journey, etc.
- Teaching digital marketing, target tools and open innovation methodologies.

### Pink Albatross. Vegan Ice cream.

### Head of Marketing.

- Responsible of establishing and organizing the Marketing Department, defining guidelines, and overseeing all on and off activities.
- Responsible for ideating and developing the Inbound and outbound Marketing plan and its implementation online and offline involving advertising campaigns, P&R activities, events, etc.

### Benvenutto International Club. Mentor, Speaker and Volunteer.

- Led workshops on internet utilization for self-employment, starting businesses, and personal branding, assisting over 50 women in launching their own careers.
  - Organized and coordinated fundraising activities for different charities, supporting 15 projects in the Milan area.

## lepreg. Fashion brand and store for pregnant women.

### Founder and CEO.

- 2006 2013 Launched my first company translating consumer needs into a success business. Led a team of 7 and developed three selling channels: a store close to Passeig the Gracia in Barcelona, B2B, and e-commerce, generating revenues up to 400K € in three years.
- In charge of product design and development, branding, marketing, P&L and human resources.

## Puig Beauty and Fashion.

- Brand Manager Mass Market Fragrances.
  - Led the process of creating and launching different brand fragrances annually, such as Flor de Algodon, Yatch Man, Mio Amichi and others in collaboration with a multi- disciplinary team with design, purchases, sales and R+D departments.
  - Responsible to develop established brands, such as Don Algodon (Spanish market leader with an 5% of market share) Amichi,
  - Carmen Sevilla, and others. Leading the creation and implementation of marketing plans, including market analysis, media result analysis, sales presentations, packaging, promotions, public relations, and marketing P&L contributing to business development & client management
  - Managing a team of three and 20M € in revenues with a marketing budget of 2M €

## Chupa Chups.

## Product Manager Toys with Candy and Bubble gum.

Leading the development of several products in collaboration with R+D in China, selling over 50 million units in more than 150 countries, developing quantitative and qualitative research investigations to understand kids needs and aspirations and translating them to disruptive products and services, such as Henna Tattoo bubble gum (15 million units sold in two years) Responsible for the launching plans, marketing budget, planning production, and stocks.

### AWARDS

- MIB Excellence Award. Best Digital Transformation project. Best Young Entrepreneur of the year. Finalist. Barcelona. 2007 Barcelona, The World's Best Shop. Finalist as most innovative Retail start-up for Lepreg. Barcelona. 2007 EDUCATION ISDI. The business school for the digital era. MIB. Madrid. Master in Internet Business. Madrid. Class of 2019
  - Rutgers Business School. Online. Digital Marketing.
  - UAB. Universitat Autònoma de Barcelona. Bachelor's degree in advertising & PR.

## OTHERS

- Scrum Master Certified
- Languages: Spanish and Catalan (Native); English and Italian (Fluent)
- Proficient in Power Point, Excel, Keynote, Illustrator, Photoshop, Canva, Slack, Trello, Mural, Vision, Balsamic and other collaborative design tools.
- Volunteer: International Club Monza. Italy.

Madrid. Spain

2021 – Present

Madrid. Spain

### Madrid. Spain 2019 - 2020

## Monza. Italy 2013 - 2017

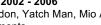
Barcelona. Spain

# Barcelona. Spain

Barcelona, Spain

1998 - 2002

# 2002 - 2006



Madrid, 2019

Monza. Italy. 2013 Barcelona. Class of 1994