

# ÁLVARO MALMIERCA

Business, 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. My main objective is to help the team grow. If we do it, the company will grow.

## 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>Business Partner &amp; Growth</b>	<b>CMO &amp; Board Member</b>	<b>Digital business manager</b>	<b>Head of Digital Creative agency</b>
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 digital agencies leading projects for brands like Nike, FC Barcelona, Durex, Pepsico, eDreams, Audi, Caixabank, Vueling and others. Afterwards, I Led the digital marketing and media department at ColaCao and Nocilla (leader brands in their markets). In the last years as a CMO, I have helped FloraQueen (25M€ revenue flower delivery e-commerce) to reach business objectives through team building, Brand awareness, data analytics, and straight accountability. Now, I am co-leading Havas PLAY at Havas Media Group exploring media innovation.

## SUCCESS FACTS & PREVIOUS EXPERIENCE

### • BUSINESS PARTNER & Head of Growth Havas PLAY (Havas Group) > 2022 - Present

HAVAS PLAY is a transmedia content accelerator. As Growth Manager, I lead the development of products and services, focusing on innovation and digitalization. My role involves connecting strategy, data, technology, and content to deliver impactful results..

### • 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 grew turnover by 35% in 3 years.

### • 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 IN CREATIVE AGENCY DOUBLEYOU, BBDO, PAVLOV & ELOGIA > 2001 - 2015

I led campaigns for clients like Nike, FC Barcelona, Durex, Pepsico, eDreams, Audi, Caixabank, Unilever, Vueling and others to reach business objectives.

## OTHER PROJECTS

### CMO & board advisor

Mutter Ventures  
Venture Builder  
2019 - 2022

### Master Associate Professor & Mentor

ISDI  
ecommerce program  
2020 - Present

### DreamsUp

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

