

ÁLVARO MALMIERCA

CMO at Mutter Ventures

"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 growth objective is to help the team grow. If we do it, the company grows.

EDUCATION

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

CONTACT

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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 Lead 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) and Mutter (venture builder) to reach business objectives through team building, Brand awareness, data analytics, and straight accountability.

2022 – Current	2019 – 2022	2015 – 2019	2001 – 2015
CMO & Board Member	CMO & Board Member	Digital business manager	Head of Digital Creative agency
Mutter Ventures	FloraQueen and FloraChic	Idilia Foods ColaCao & Nocilla	DoubleYou, Elogia, Pavlov & BBDO

SUCCESS FACTS

● CMO, GROWTH DIRECTOR AND BOARD MEMBER Mutter Ventures > 2022 – Present

Research > Strategy > Development > Launch > Growth > Exit

As a venture builder, we create positive impact companies using our own ideas and resources. At Mutter, we identify innovative and disruptive opportunities and develop them into market-leading business

Markets: Metaverse, NFT, FinTech, PropTech, Crypto, LegalTech, EdTech & InsureTech

● CMO, GROWTH DIRECTOR AND BOARD MEMBER FloraQueen > 2019 – 2022

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 30M€ with an EBITDA of 5%.. Some successful team achieves:

● 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 lead creative campaigns for clients like Nike, FC Barcelona, Durex, Pepsico, eDreams, Audi, Caixabank, Vueling and others to reach business objectives.

OTHER PROJECTS

Digital business
manager
Advertising agencies
BBDO, Pavlov, Doubleyou
2001 – 2015

Master Associate
Professor & Mentor
ISDI
ecommerce program
2020 – Present

DreamsUp
Founder
Startup accelerator
and mentoring.
www.dreamsup.es