



# GUSTAVO JAIMES LOPEZ

PASSIONATE MARKETER

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Barcelona/Spain



[Gustavo C. Jaimes Lopez](#)



## EDUCATION

### Digital Marketing

ThePowerMBA

Online, 2019 - 2020

### Master's degree/Marketing Management

EAE Business School

Spain, 2010 - 2012

### University Degree/Business

Aconcagua

Argentina, 1994 - 1999

## EXPERTISE

Strategy Management

Brand Management

Marketing Planning & execution

Digital & Social Media Marketing

Retail Marketing & Customer Experience

Project Management

Content Strategy

Go-To Market Strategy

Product Marketing

Public Relations, press & media

## PROFILE

**Making Things Happen.** I am a Senior marketer with more than 10 years of experience building the bridges between brand goals and consumer needs, leading marketing teams and developing successful brands for top companies in the sporting & consumer goods industry worldwide.

I am able to put myself in the consumer's shoes and draw a long-term strategic vision with a cutting-edge style and translate it into concrete actions and measurable results.

## EXPERIENCE

### HEAD OF MARKETING

PURE ELECTRIC / 2021- Today / Spain  
*Consumer goods, 200 employees*

Head of marketing, brand and product strategy.

- Responsible for the implementation of Pure Electric's Marketing Plan in Spain. This also includes the Media Plan, internal and external Communication Plan & PR management.

- In addition, the main tasks of the position include the design, distribution and control of budget, analysis of results and control of the achievement of objectives (KPI's).

- Leader of the online channel, including forecasting, defining product mix, stock, pricing strategy, customer experience, performance marketing and digital strategy.

- In charge of relations with the central Marketing team, being responsible for product launches & global campaigns for the Spanish market, being the representative, interlocutor and collaborator within the international team and actively collaborating in the global strategy.

### MARKETING DIRECTOR

MONDRAKER BIKES / 2016 - 2020 / Spain  
*Sporting goods, 200 employees*

Head of development and implementation of the corporate branding strategy. Successful in the global re-positioning of the company as a high-end brand, changing the brand perception and increasing the average price tag from EUR 2.000 to EUR 5.000 resulting in an annual growth rate of 30%.

- Responsible for development and execution of the global corporate strategy, brand management and 360° marketing & communications plans across 35 markets and more than 1000 IBD including domestic markets and distribution markets.

- Leading Go-To market strategy plans & roadmaps from design to implementation. Including customer research and targeting, buyer personas & customer journeys, customer acquisition funnel and execution plans, representing 70% of the annual revenue.

- Head of the digital marketing strategy, including global advertising campaigns, SEO, content strategy, PPC, growth hacking, influencers, CMO and analytics. In charge of the development of the digital ecosystem (Website, B2B, B2C, DAM, IOT & Apps). Leader of social media and campaign management, increasing the organic reach by over 200% and average engagement rate from 10% to 60%.

# GUSTAVO JAIMES LOPEZ

## PASSIONATE MARKETEER

### SKILLS

Planning & Organization

Strategic Thinking

Leadership

Analytical Thinking

Teamwork & Cooperation

Creative Thinking

Initiative & Problem Solving

People-oriented

Decision-making

### LANGUAGES

Spanish - Native

English - Advanced

Portuguese - Advanced

### INTERESTS

Road & Mountainbiking

Outdoors sports

Trail Running

Environment, sustainability, zero waste

### REFERENCES

Available upon request & on my  
linkedin profile

### EXPERIENCE CONTINUED

- Responsible of global campaigns. Leading the strategic planning and execution across all disciplines including design, copywriting & content strategy, PR, product launches, global events, sport marketing, digital & communications. Accountable for more than 30 global campaigns & product launches.

- In charge of the Retail storytelling program across +500 retailers with focus on improving the customer' experience, based on Product Exhibition (POP/POV, Displays, custom shops and corners) product knowledge, marketing and culture (Training sessions & Manuals) and product exhibition.

#### MARKETING MANAGER

SCOTT SPORTS SA / 2015 - 2016 / Chile  
*Sporting goods, 201-500 employees*

Head of the brand for the Chilean Market.

- Responsible for the positioning and development of the brand, including the design and implementation of the strategic marketing and communications plans, increasing the revenue +80%.

#### MARKETING MANAGER

SPECIALIZED BICYCLE COMPONENTS / Chile/2013-2015  
*Sporting goods, 5000 employees*

Marketing leader for the Chilean market. Head of implementing the global strategy in the national market.

- Responsible for developing innovative marketing & communication plans and Go-to market Plans, repositioning the brand from 13th to top 3 position in Top of Mind & Market Share.

- Head of implementing global strategies on the local market across PR, sport marketing, retail marketing & advertising; exceeding the 2014 & 2015 goals over 10%, improving the revenue from U\$S 1 to U\$S 9 mm

- Leading the development and execution of the retail experience plan across +40 IBD, focused on branding, storytelling, product exposition, product communication, training programs and customers community.

- Leader of development and implementation of the customer & technical Service department, changing the service from 10 days to 48hs., improving the customer experience around the brand.

#### BUSINESS DEVELOPMENT MANAGER

ARGENPRESS / Argentina / 2007 - 2012  
*Laundry Services, 50 employees*

First high-tech OPL laundry plant in the region. Head of the business plan & investment plan.

- Responsible of the project including operational design of the plant, commercial & marketing strategies, alliances & partnerships, achieving in 5 years a revenue of 10mm/ Year.

#### BRAND MANAGER

LAVERAP - LAUNDROMAT / Argentina & Brazil / 2002 - 2007  
*Laundry Services, 150 employees*

- Manager of the franchise area, in charge of the development of franchise projects: business plan, operational design, architect project, staff, technical installations, know-how and trainings across +1000 Franchises.