

David Lario Gascón

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EDUCATION

Escola d'estudis Politecnics

- High Degree in Business management & Marketing

Sep 2001 - Sep 2003

Escola Johan Cruyff

- Course in Football Business fundamentals
- Master in Sports Marketing & Sponsorship

Feb 2019 - Sep 2019
Sep 2019 - May 2020

EXPERIENCE

Lateral Thinking

Sep 2022 – Present

Brand Experience Director & biz Consultant

- Explore new opportunities to increase and maximize business like signing 3 new clients in 6 months (TropicFeel, Bata and Coca Cola)
- As part of the senior management team helps drive business results for all clients with great results specially with our main client Nike, generating more than 2M€ with an increase of +40% revenues.
- Develop & amplify authentic, distinctive and connected Consumer experiences in more than 50 projects across the board.
- Lead the account team across the board including the account team for Nike.
- Lead Strategies of Fan Engagement for FC Barcelona. (ex: Farewell Camp Nou or el “Classico” 23-24)

Desigual

Jun 2019–Jul 2022

Global Head of Brand Experience

- Lead, drive and inspire a multidisciplinary team of 15 employees between Retail Marketing, Image and AV Production.
- Lead the strategy for retail marketing and consumer experience globally with the implementation of successful projects like a New Sustainable POS for all stores globally and across all channels.
- Coordinate the AV Production Team on the creation of the assets for our global campaigns (ex: Esteban Cortazar collab..).
- Lead the Image team on the development and execution of more than 24 retail launches.
- Influence the development of the New Store Concept by leading the consumer experience journey and execute more than 60 store openings in less than 2 years.
- Generate savings for more than 1.5M € by implementing strategies to increase efficiency for the Retail marketing function.

Nike

Integrated Retail Marketing director Nike Factory Stores EMEA

Apr 2017 – Jun 2022

- Lead, drive and inspire the biggest team within Nike Factory Stores Marketing organization (+20 Visual merchandisers).
- Drive the Seasonal Game plan for the brand function in Nike Factory Stores.
- Lead the strategy for Visual Merchandising in EMEA by the creation of new guidelines and the implementation of better processes and tools (workfront, prof HQ..)
- Collaborate with the Brand marketing director on the strategic decisions for the brand activations / campaigns in more than 20 projects.
- Influence the development of the New Store Concept with more than 20 store openings and refits including the biggest nike store in Europe.

Visual Merchandising Manager Global Football in Western Europe

Oct 2013 – Apr 2017

- Develop Visual Merchandising Guidelines across all channels.
- Influence product assortments by the creation of Brand and Visual Merchandising Guidelines.
- Collaborate on the creation of the New Football Store Concepts for Nike Clubs (FCB, PSG, Chelsea, ATM or Man City..)
- Design and develop product executions for Nike Launches (Tiempo VI , Palais of Speed for EC16 or Mercurial Superfly..).
- Open more than 25 Football stores across all channels and EMEA territories.

ADDITIONAL

- Language Skills: Catalan (native); Spanish (native); English (proficiency).
- Technical skills: Facebook, Google, LinkedIn , Microsoft Office applications, Google Suite Key note, office
- I am a Marketer with more than 20 years of experience and excellent skills for leading and consolidating teams.
- I'm dedicated, creative and flexible to work in very diverse teams and situations with enthusiasm.
- More than 15 years in Nike helped me in my strategic skills but also taught me the importance of teamwork