

# David Lario Gascón

+34 650 11 02 83 | [davidlario82@gmail.com](mailto:davidlario82@gmail.com) | Generalitat 246 2º A, 08923 Santa Coloma de Gramenet, Spain | [LinkedIn](#)  
[Web](#)

## EDUCATION

### Escola d'estudis Politecnics

Sep 2001 - Sep 2003

- High Degree in Business management & Marketing

### 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