



Alfredo Carrión

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EDUCATION

Master Science M.Sc. on Information Technologies and Telecommunications Research

Higher Technical School of Telecommunications Engineering. University of Valladolid. 2012-2013

Bachelor's Degree B.Sc. in Industrial Electronics Engineering

Higher Technical School of Industrial Engineering. University of Valladolid. 2005-2012

Research Competence

Higher Technical School of Telecommunications Engineering. University of Valladolid. 2013

Big Data.Professional Certificate Program
Massachusetts Institute of Technology. MIT. 2015

SUMMARY

Experienced professional in Digital Business with a strong background in Business Consulting, Strategy and Marketing. 15+ years experience, leading Transformational teams, within Big Consulting firms, who can meet today's challenges anticipating digital business trends that are reshaping the global business environment.

Capacity for building trust, professionalism and empathy. Recognized leadership skills with great strategic vision and broad creative and communicative capabilities. Strong problem structuring and solving skills – paired with a high level of energy, resilience, intelligence and integrity.

Ability to show our clients, in an effective way, the culture and values of the company and offer creative solutions for their needs. Strong ability to establish and maintain effective relationships with key internal and external stakeholders.

PROFESSIONAL EXPERIENCE

NTT DATA Europe & LATAM

Director Business Consulting | Head of Digital Business

from 03/2021 to present

Director part of the Business Consulting team of NTT Data Europe & LATAM. Member of the Executive team with focus on leading the Global Digital Business Team of NTT Data responsible for the CMO advisory with an aim to support our clients in their digital growth, advising them on Digital Business Strategy from a full funnel perspective. As Head of the Global Digital Team, I'm responsible for: Strategic Plan, Value Proposition Definition, Business Development and Client Relationship Management, Management of Digital Agency Team, P&L, Budgeting, Forecasting, Margin Control, Operations

Director Retail Industry

from 12/2019 to 05/2021

Director of Retail Consulting at NTT Data Europe & LATAM. Leading Fashion, Apparel, Grocery and Distribution Markets in Barcelona, advising our clients on Strategy, Operations and Marketing from a Business and Technology perspective. Responsible for: Management of Retail Team in Barcelona, P&L, Budgeting, Forecasting, Margin Control, Operations... reporting directly to Retail Global Partner. Value Proposition Definition and Business Development and Client Relationship Management.

KPMG ESPAÑA

Senior Manager Digital Business

from 09/2018 to 12/2019

Head of KPMG Digital Business in Barcelona. Lead Key Business Development activities and closing opportunities for KPMG's Digital Business practice related to Marketing Strategy, Business Effectiveness, Customer Experience, Direct-to-Consumer and Digital Transformation, including targeting key C- level clients. Mainly focused on Retail, FMCG and Insurance markets. Proud Member of the KPMG International Emerging Leaders 2019 program.

Manager Digital Strategy

from 05/2017 to 09/2018

Manager Digital Strategy at Management Consulting KPMG Spain. Member of the KPMG Global Strategy Group. Key Account Management on Digital Business Strategy, Digital Transformation and Marketing Automation. Active Member of the KPMG Innova Valley, the Startup based Innovation Ecosystem.

MADISON MK

Executive Creative Director

from 12/2015 to 05/2017

Project Management focused on Digital Marketing and ICT/ITT areas. Key Account Direction. Leading the Digital Transformation of the Company.

Creative Director

from 12/2014 to 12/2015

Digital Marketing, Ephemeral Architecture, BTL Marketing Strategy and Projects from Definition to Management. Branding and UX/UI Strategic Consulting.

Senior Account Supervisor

from 06/2013 to 12/2014

Account Supervision & Project Management focused on the Events and Digital Marketing areas.

ALCASTUDIOS

Executive Creative Director

from 02/2007 to 06/2013

Head of Agency. Focused on Business Development, Account Management and Creative Direction. Digital Marketing and Innovation by the use of Technology for events and BTL Marketing initiatives focused on brand awareness and performance.

FREELANCE

Digital Marketing Specialist

from 09/2002 to 02/2007

Digital Marketing Specialist focused on Creative Projects leveraged on technology. Digital Marketing, Web Development and UX Design projects as freelance during my time at University.