



HUGO GIRALT ECHEVARRIA **INNOVATOR, STRATEGIST, ENTREPRENEUR AND EDUCATOR**

c/ Darro 22, 3º Dcha, Portal A
28002. Madrid. Spain
Phone: +34 636 400 400
E-Mail: correoharpito@gmail.com
Portfolio: www.hugogiralt.com

Mission Inspire others through optimistic interactive projects and experiences.

Experience **Director of Relationship and Interactive Marketing, Telefónica, 2006 - Present**

- Design and development of multiplatform social network: Keteke.com.
- Redesign and development of brand and e-commerce site: Movistar.es.
- Design multimedia services and multiplatform strategies.
- Design relationship marketing and sponsorship strategy.
- Ambassador for Innovation, Steering Committee member for the Group.
- Member of International Innovation Steering Committee with O2 (MIC).
- Head of Innovation at Telefónica's School of Excellence for Leadership.
- Lead teams of up to 30 people, managing a total budget of 37 Million Euros.

Head of Relationship and Interactive Marketing for Europe, European Union Group, The Coca-Cola Company. London, 2005-2006

- Designed interactive strategy for "The Coke Side of Life" European campaign.
- Developed global online assets for "The Coke Side of Life" campaign.
- Team member partnering Apple to create Coke+iTunes (music.coca-cola.com).
- Shared learnings to launch online projects in Korea, China, Turkey, Mexico & U.S.

Head for Consumer Promotions and Interactive Marketing, Coca-Cola Iberian Division, The Coca-Cola Company. Madrid, 1998-2005

- Designed and evolved the first interactive marketing strategy linking digital and physical assets generating consumer knowledge tools for TCCC brands and experiences for users.
- Developed the first online multiplayer game platform with a virtual coin based on under-the-cap codes that enhance user game experience and integrate all brand promotions. "El Movimiento Coca-Cola" obtained more than 1 million registered users in Spain, 15 million codes entered by web and cell phone, and marketing awards for its innovational thinking.
- Helped to design and develop global interactive marketing strategy.
- Obtained The Coca-Cola Company Worldwide Marketing Excellence Award.

Department of Education for Development Programs Intern, UNICEF, United Nations Children Fund, Unicef Spanish Committee. Madrid, 1997-1998

- Designed and implemented interactive marketing strategy for member acquisition and loyalty.
- Designed and implemented the first European Conference for the "Promotion and Defense of Children's Rights in Internet" obtaining Ministry of Education and Culture sponsorship and European Union support.

- Initiatives** **Member of the Board of Directors, Co-founder, Voces NGO, voces.org.es, 2006 - Present**
- Platform of voices united to end extreme poverty in the world.
 - Build and lead steering committee for innovation to find creative solutions for world hunger.
- Co-Founder, Planet Idea, Where ideas inspire! planetidea.net, 2006 - Present**
- Collaborative platform to share inspiring ideas through multimedia experiences and social media.
 - Collaborate with ImprovEverywhere MP3 experiment events in Madrid.
- Co-Founder Blogger, Ilustrae.com, 2006 - Present**
- Providing and promoting an optimistic way of seeing the world.
 - Active blogger.
- Co-founder & Business Development Manager, start-up Sector3.net, 1997-1998**
- Strategic planning social consciousness product and services for NGOs.
 - Led business development and project fundraising.
- Education** **Bachelor of Science, School of Business, Babson College, 1997**
Major: Entrepreneurial Studies and Marketing
Minor: Philosophy
- Technical Skills** **Mac and PC. Adobe Illustrator CS3, Photoshop CS3, InDesign CS3, Corel Painter X, Autodesk SketchBook Pro, Google SketchUp, iWork, and Office.**
- Activities** **Speaker on marketing and innovation forums (Instituto de Empresa, Universidad Complutense de Madrid, ESIC, ICEMD, AEA, International Advertising Bureau, FECEMD, etc).**
- Teacher and lecturer at graduate programs including the Master in Internet Business at Universidad Complutense de Madrid, and Master in Direct Marketing and e-commerce at ICEMD (ESIC), Madrid.**
- Interests** **Drawing, building stuff, technology, taking photos, reading, running, skiing, swimming, and playing with my dog (Harpito).**