

Nacho Álvarez- Borrás

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Work experience

Partner and Head of Strategy

Apéritif Studio

Creative and strategic boutique studio focused on brand discovery, design and storytelling

May 2015 - present

Brand identity, campaign and content strategy. Brand and experience discovery workshops. UX, web design, on and offline campaigns. Immersive spaces. Strategic & creative support to creative and media agencies for projects and pitches. Client service, production, new business and overall studio management.

Clients & brands: Madrid City Council, NTT Disruption, Movement for Peace and Disarmament (MPDL), Government of La Rioja, Tuenti (Telefónica), IAB Spain, Spain's Creative Club, Performics, Publicis Groupe Spain, IPG Mediabrands, OMD, BTOB (Papa Johns, Cione, Fripozo, The Cross), Super PR Fem, Room Mate Group, Economists without borders, Thyssen Museum, Jibo (social robot).

Studio's side projects: online comic and book 'Hardcore Maternity', citizen participation platform 'Microideas for Madrid' and Apéritif's online store.

Head of Marketing Strategy

NTT Disruption

NTT Group's division for the creation of innovative technology products with a start-up spirit and in-house creative agency

April 2020 - May 2022

Brand discovery, identity, creation and storytelling strategy. Campaign management, including own and paid media. Strategy for metaverse presence. Support for the strategic design of an AI marketing product. Data storytelling. In-house agency management.

Clients & brands: local, regional and global NTT brands. NTT Disruption's tech products: Growthland (marketing services and tech), Jibo (social robot), Cokoon (immersive spaces), Zela (acceleration technologies). Syntphony (B2B software suite), Tour de France, AMLAD (digitization of cultural assets and NFTs management), Vocento.

Full circle, hybrid strategist able to balance and make the most of digital and traditional advertising, branding and campaigns, customer experience and strategic design.

Education

Master in Customer Experience & Innovation (minor: Customer Analytics). EAE Business School.

Graduate in Advertising and Public Relations: Complutense University of Madrid.

Languages

English: fluent
French: basic
Spanish: native

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Strategy Director & partner Revolution Advertising (currently RK people)

Mid sized Spanish independent ad agency

2011 - 2015

Introduction of the strategy and digital cultures in the agency. Brand, campaign, content and social media strategy. Brand discovery workshops. New business. Ad campaigns in traditional and digital media. Agency's positioning and team assessment.

Clients & brands: Cortefiel and Pedro del Hierro (fashion), Prosegur, Burger King, Ecovidrio (recycling non-profit), Nationale Nederlanden, Cabreiroá (mineral water), Quiniela (state-owned football betting game), Infiniti, Subaru, Alfonso X University and Sons of Antonio Barceló (wine brands), Gocco (kids fashion), Spanish Red Cross, Unicef.

Managing Director & partner Wysiwyg / Razorfish (currently Digitas Wysiwyg)

One of Spain's first digital creative advertising agencies

2008 - 2011

Management of the selling process to Razorfish and Wysiwyg's integration in the international network. New business. Agency's positioning. Client service. General management: budgeting, HR, international reporting, workflow methodology.

Clients & brands: Diesel International, Mercedes-Benz, Volkswagen, Loewe, Vodafone, Coca-Cola, Nokia, Absolut, Burger King, Pernod Ricard, Amstel, Lancia, Trucco, Greenpeace, Camper, Click Seguros (digital insurance), Cuétara (FMCG), Red Eléctrica de España, Danone Waters, Germaine de Capuccini (cosmetics), Sage SP (B2B software), Vocento, Atlético de Madrid, ICEX (Spanish export agency), Repsol, BBVA, Barclays Bank, Spanish Red Cross, Betclíc.

General Manager for Strategy & partner Wysiwyg / Razorfish

2007 - 2008

Increased involvement in business development, client service, team management, agency's positioning, workflow, and selling negotiations with Razorfish.

Strategy Planning Director Wysiwyg / Razorfish

2002 - 2007

Department and team management. Agency council. Increased involvement in agency-client relationships and new business. Extension of project strategy from digital to brand.

Strategy Planner Wysiwyg / Razorfish

2000 - 2002

Strategic focus for campaign, web and content projects. User research and testing, UX, information architecture. Analytics and digital marketing action plans.