

IVÁN FANEGO HERRÁEZ - DIGITAL STRATEGIST (1/2)



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WHO I AM

I am an Economist and International MBA. +10 years experience in Digital Business, Innovation and Marketing departments. I consider myself a goal-oriented person with an analytical mind and a geek heart. Activist of new technologies, I feel comfortable in the sweet spot between TECH, CUSTOMER EXPERIENCE and BUSINESS. I love leading and mentoring my teams, but what I love the most is seeing my teams enjoying while we create memorable experiences. Digital by default. I think geek is the new black.

PROFESSIONAL EXPERIENCE

Chief Marketing Officer. 500Trends (Marketplace for lifestyle). Bangkok. (September 2016 - Currently)

Leading the Thai & Indonesian Marketing teams (3 + 2 people), we are redefining the way people discover and purchase fashion and lifestyle items in South East Asia. Currently bootstrapped, the main challenge is to get investors on board.

- **Marketing & Content Strategy:** we redefined the acquisition plan to target more relevant users, increasing sales of the least performing categories and lowering CAC. Currently we are launching a fashion blog and influencer campaigns.
- **KPIs & Metrics.** we established the reporting structure to align marketing and developers vision.
- **Fundraising:** Spotting investment opportunities, redefining pitch deck and creating a solid business model.

Content & Research Project. 2geeks1city: Digital Transformation & Startup Ecosystem (October 2015 - Currently)

In 2015 I took a sabbatical to learn how Startups and Digitalization were improving the life of people in Asia.

- **Research & Content:** we interviewed more than 40 people: entrepreneurs, accelerators and big companies.
- **Digital Strategy:** we developed content, digital products and video interviews from scratch.
- **Documentaries & eBooks:** I co-authored eBooks and documentaries about IoT, WeChat and MarketPlaces startups.

Digital Strategist and other positions. Territorio creativo / Good Rebels. Madrid. (January 2010 - September 2015)

When I started to work at Territorio creativo we were a small team of 7 people. A "David VS Goliath" agency which was trying to conquer the world. When I left we were more than 130 people and we had offices in 5 countries. I started working as a Community Manager and was promoted 4 times in 6 years. Sectors: Financial Services, Telco, Health and Media.

- **Crafting Digital Experiences:** design the digital strategy for some of the biggest companies in Spain.
- **Trend Watching and Service Design:** proposing innovation to the clients was a big part of my job.
- **Team and Account Management:** being responsible for 20% of the turnover of the agency.

Innovation Analyst. Barceló Hotels & Resorts. Majorca. (September 2008 - October 2009)

I was responsible of the innovation unit, reporting to the Quality Manager and in direct contact with the General Manager. Spotting innovation opportunities for the hospitality sector.

- **Process Optimization:** Redesigning survey quality system: 100.000 € estimated annual saving.
- **Online Reputation Management.** Defining process and teaching Hotel Managers to properly react to public reviews

International Commerce Expert. Spanish Embassy in Bulgaria. Sofia. (September 2007 - September 2008)

Conducting market research, elaborating macroeconomic and sectorial reports, helping Spanish companies installing in Bulgaria. Leading the implementation of the first newsletter program of the Spain international trade embassy in Sofia.

Quality Rater. Google. Remote. (2006 - 2007)

Helping Google Search to understand what the user wanted, what he got and how the gap could be saved.

Sales Analyst. Vodafone. Madrid. (2005 - 2006)

Helping the stores to optimize their sales process through data driven decisions.

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TEACHER & SPEAKER

I love to share my experience with others. It can be in front of hundreds of people in short and inspiring talks or in intensive courses designed for business professionals: I have been collaborating with some of the leading Spanish business Schools from 2011.

- **El País Con Tu Futuro.** More than 500 attendees in one of the main events organized by El País (Spanish biggest newspaper).
- **National Congress of Marketing and Sales.** Regular speaker. More than 300 attendees.
- **Strategy and planning.** The Atomic Garden School (Spanish leading Advertising school)
- **New Media,** The Valley (in company at Unidad Editorial, one of the main Spanish News Group).
- **Consumer insights.** Online Strategy. Istituto Europeo di Design (IED).
- **Social Media Strategy and Community Management,** Instituto Hune.

EDUCATION

International MBA. ICEX - CECO (Spanish International Trade Office). Madrid (2007)

After my first years of professional experience I wanted to learn new things. I was specially interested in International experiences so the ICEX International MBA program was a great fit. The selection process was hard (I was among the first 100 of 1.800 people), but I am proud of making it.

Bachelor in Economics. University of Salamanca. (2000 - 2005)

Studying economics gave me a deep perspective and understanding of the world and how things work. The education can be considered as “too theoretical”, but without understanding the theory is difficult to go into the practice.

OTHER COURSES

I love to stay updated and I am a junkie of news and education. Internet give me the possibility of spending a lot of time learning and educating yourself through MOOCs, blogs, videos or Wikipedia.

- Model Thinking, University of Michigan. (Currently, Coursera).
- Business Intelligence & Big Data. Universidad Oberta de Catalunya. (April 2016, Miriada X).
- Gamification. University of Pennsylvania. (2013, Coursera).
- IQ Google Analytics. (2012, Google).

OTHER

I am a geek. I really enjoy working on things that I love. I put my soul and all of my energy when I have a challenge in front of me. I love reading business books, SCI-FI in all its forms, playing video games and writing about a lot of stuff (digital strategy, team management or CrossFit). I love learning new stuff everyday.