



Jorge J. Ramírez Gómez

CDO | Digital transformation

Digital business expert with a 9-year track record in spearheading the transformation of projects and executing global digital strategies. Proven remarkable history of propelling businesses to exponential growth through strategic digital initiatives. I am a dynamic, ambitious professional with an exceptional ability to adapt to change and a passionate for teamwork: *The relentless pace of the industry not only challenges me but fuels my commitment to continuous learning. My unwavering focus is always directed towards achieving the company objectives.*

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Madrid 📍

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Professional experience

Head of Digital at **Joma Sport** | Toledo

March 2022 - Present

Complete responsibility for the company's global digital P&L (over 120 countries | 15 priority markets | 15 conquest markets) - Setting objectives and business plans. Validation in the executive committee.

Team coordination (12) - Overseeing E-commerce (catalog, commercial, content), email marketing, creative, CRM | customer service, and operations.

Company's digital marketing strategy - Covering SEM, display, paid social, affiliation, programmatic buying, email, and *Store Visits* traffic campaigns (omnichannel).

Company's data measurement and analytics strategy - Managing data lake, building attribution models, and defining channel grouping.

Global company operations strategy - Defining the global operational flow for digital channels. Opening new markets and defining operational flow leveraging company resources (international warehouses/offices).

Definition of the company's technological roadmap - Successfully migrating to Salesforce Commerce Cloud and subsequently defining and monitoring improvements with a digital and omnichannel impact (store stock availability, order splitting, multishipping, ship from store).

References | Marina López Arellano, CMO & co-owner | marina@joma-sport.com

Master's professor at **IED** | Madrid

September 2021 - Present

"Digital strategy and activation". Master's in digital marketing, social media and omnichannel conversion.

Head of Ecommerce ES at **123tinta** | Madrid

February 2021 - March 2022

Complete responsibility for P&L in Spain.

Team coordination - E-commerce (catalog, commercial, content), email marketing, CRM | customer service, operations, and administration.

SEO strategy.

Digital marketing strategy - SEM, display, paid social, affiliation, email.

Data measurement and analytics strategy.

Creation and market launch of the brand in Spain: defining the digital strategy and co-building the digital platform (front-end development, design of workflows and integrations with ERP, design of routes and warehouse layout), defining team structure, and formulating commercial and pricing strategy.

Ecommerce manager ES & PT at **Iskaypet** | Madrid

June 2019 - February 2021

Complete responsibility for P&L in Spain and Portugal.

Team coordination (8) - E-commerce (catalog, commercial, content), email marketing, CRM | customer service.

Successful platform migration to Salesforce Commerce Cloud - Project duration: 5 months.

SEO strategy.

Digital marketing strategy - SEM, display, paid social, affiliation, email.

Data measurement and analytics strategy.

Definition and implementation of omnichannel strategy for brands (Kiwoko and Tiendanimal) - Development of ship from store (definition of flows between ERP and CMS, postcode segmentation, integration with carriers, measurement of team productivity in physical stores, design, and improvement of implemented processes) during COVID-19.

Skills

Leadership
Goal oriented
Strategic thinking
Agile methodology
Communicative abilities

Tech

| | |
|---|-------|
| Commerce Cloud Salesforce | ★★★★★ |
| Marketing Cloud Salesforce | ★★★★★ |
| Service Cloud Salesforce | ★★★★★ |
| OMS Order management system | ★★★★★ |
| ERP engineering Flows Integrations | ★★★★★ |
| FrontEnd dev HTML CSS JavaScript | ★★★★★ |

Languages

| | |
|--|-------|
| Spanish Native | ★★★★★ |
| English Full professional proficiency | ★★★★★ |
| French Professional working proficiency | ★★★★★ |

Interests

Technology
Fashion
Watersports
Wintersports
Live music
Family
Business & investments
Healthy lifestyle

● **Creative Director at Decathlon** | Madrid
September 2016 - June 2019

Complete responsibility for P&L in Spain.
Team coordination (12) - UX, UI, CRO, copywriting, audiovisual production and design.
Definition of television & OTT advertising strategy.
Definition of the brand's digital strategy.
Definition of communication strategy for physical retail - In-store communication media, outdoor communication, signage.
Definition of the concept for physical stores in Spain.

References | Jordi Quirós, CMO | +34 666 468 586

● **Ecommerce Dev/CRO/UX-UI manager at Decathlon** | Madrid
June 2014 - September 2016

Team coordination (6) - UX, UI, Front-end developers, CRO & email marketing.
DevOps strategy for Decathlon website.
Definition of CRO strategy.
Definition of email strategy - Building funnels, journeys, and customer clusters.
Definition of UX/UI strategy.
Implementation of technical SEO strategy.
Implementation of omnichannel strategies - Development of a digital solution for small and medium-sized stores that enabled customers to access 100% of the Decathlon catalog (+50,000 SKUs) based on the existing ecommerce infrastructure.

References | Fermín Mancebo, CDO | +34 687 097 189

● **CEO & Co-founder at Urock Madrid** | Madrid
December 2012 - June 2014

Company establishment.
Full responsibility for P&L.
Business development.
Primary provider of events for Callao Citylights - Super 8.
Primary provider of events and communication for La Gavia Shopping Centre (Madrid).
Primary provider of events and communication for Islazul Shopping Centre (Madrid).

Education

● **Primary education teaching degree at UCM** | Madrid
2007 - 2011

Certifications

● **Agile Methodology at Decathlon University** | Madrid
2017

● **Advanced UX Master at UX Learn** | Madrid
2016

● **CAE - Certificate in advanced English at Cambridge University** | Madrid
2016

● **Upper secondary education at Sturgis High School** | Sturgis, Michigan, USA
2006