



Fernando Ferrer Lafuente

General Director / Managing Director / Global Commercial Director

Barcelona, Spain

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Languages

Spanish (Native)

English (Native)

French (Work Proficiency)

About

Dynamic and results-orientated senior executive with finely honed expertise in team management, change management, and business development across various sectors. Well-articulated leader with a demonstrated history of textile accomplishment for 22 years. Adept at spearheading business operations to enhance revenue and streamline internal systems. Remarkable ability to identify clear opportunities for improvement and develop effective strategies to drive change.

BRANDS WORKED WITH

Adult Pole Iberia Groupe Zannier España SA

Boboli S.A

Groupe Zannier España SA

Groupe Zannier UK Ltd

IKKS Kids & Absorba Spain Groupe Zannier España SA

IKKS Kids & Levis Kids Iberia Groupe Zannier España SA

Kidiliz UK Ltd

Experience

● Global Commercial Director

Boboli S.A | Apr 2021 - Now

Driving the company's expansion strategy, operational and commercial part of the business acting as a senior executive tasked with overseeing the day-to-day company running, implementing growing plans, increasing the revenue and developing the current distribution across seventy-three countries as well as the company's expansion aiming to conquer new territories. Leading team of 76 employees collaborating with, coordinating and training diverse teams such as marketing, sales and customer service as well as managing and tracking expenditures, financial goals and budgets. Leading company P&L, presenting new ideas and cash flow strategies to the Ceo's and at the same time Company's owners.

•Sales turnover increase by 28% on the first year, turnover generated 30M euros.

● Managing Director

Kidiliz UK Ltd | Jan 2013 - Jan 2020

Lead team consisting of 55 employees. Enhance cost- efficiency and revenue by fostering and executing business plans. Spearhead daily business operations. Provide strategic advice and report results and findings to board members. Lead company's business operations, financial performance, investments, and ventures. Create and execute business strategies to accomplish short and long-term goals. Investigate, develop, and implement growth opportunities. Oversee company P&L and evaluate accounting and financial data. Establish, develop, and maintain strong relations with key business personnel.

Increased profitability by 35%, reaching £8.1M, 34% out of the company turnover.

Reduced overhead expenses by 18%.

Boosted turnover by 21%, reaching £24M.

Online channel increase by 27%

Successfully launched 35 new department stores.

Established proper structure within the country, recruiting employees, relocating offices and finding correct suppliers.

● IKKS Spain & One Step Managing Director

Groupe Zannier España SA | Jan 2011 - Jan 2013

Drove revenue and decreased operating costs by researching and executing new initiatives while ensuring exceptional customer service. Planned cost-effective business strategies and developed new ideas based on market and industry. Oversaw hiring and retention of personnel reporting to Groupe Zannier Spain Director. Guided and maintained company performance. Provided company and employees with a clear vision for future achievements. Developed and reported on business

plans, monitoring its efficiency and improvement. Led company P&L. Recruited, set goals, and coached and monitored performance of sales representatives.

Increased retail performance by 30%.

Launched six retail shops (kids wear, and men& women stores) in Spain & Portugal.

Boosted profitability by 20%, reaching 4.5M euros, 28% out of our turnover.

● **Managing Director**

Groupe Zannier UK Ltd | Jan 2008 - Jan 2011

Directed resources, including developing and executing operational policies and strategic business plan. Provided leadership companywide, ensuring employees move in the same strategic direction to achieve company's mission. Ensured proper hiring by collaborating with human resource department. Reviewed adherence to laws and regulations, and ensured all legal documents are filed. Directed company's financial activity, including budgeting, reporting, and auditing. Built and cultivated partnerships with other organisations. Conducted research and implemented new initiatives to drive revenue while maintaining quality products and services for company.

Contributed immensely to successful company relocation, maximizing the resources and taking advantage of the synergies within the eleven brands in the company.

Company turnover increased by 22%, reaching £16M.

Boosted profitability by 27%, 30% out of the company turnover

Successfully led team of 35 individuals.

● **Sales Manager**

Adult Pole Iberia Groupe Zannier España SA | Jan 2005 - Jan 2008

Led sales team by providing guidance, training and mentorship. Spear-headed organisational sales by creating sales plans, overseeing revenue and expense controls. Set sales targets and goals with sales team and ensured they are achieved. Administered recruitment and drove training of sales team. Assessed sales objectives and reported results to Groupe Zannier's Managing Director. Advocated company and products. Ensured targets are delivered through people management, performance review, reward and individual recognition.

Effectively managed team of 12 individuals.

Increased sales by 25%, reaching 12M euros.

Accomplished growth and hit sales targets by effectively leading sales team. Additional Experience

● **Sales Manager**

IKKS Kids & Levis Kids Iberia Groupe Zannier España SA | Jan 2002 - Jan 2005

● **Sales Manager**

IKKS Kids & Absorba Spain Groupe Zannier España SA | Jan 2000 - Jan 2002

● **Absorba & Alphabet Sales Representative**

Groupe Zannier España SA | Jan 1998 - Jan 2000

● **Sales Representative**

Groupe Zannier España SA | Jan 1997 - Jan 1998

Education & Training

2022 - 2022

● **ThePowerMBA**

Master , Master Management & Digital Marketing

2013 - 2013

● **EAE BUSINESS SCHOOL**

Master , Master EAE Marketing

1992 - 1997

● **Business Management & Economics**

Degree, Bachelor of Business & Bachelor of Arts