



# Juanjo Llopis

Senior Director Retail Operations at Nike | Driving Operational Excellence and Service Innovation

📍 Bunschoten, Netherlands

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Fluent)

German (Fluent)

Spanish (Native)

Portuguese (Fluent)

Catalan (Native)

Swedish (Basic)

## About

Leading Nike's operations with a sharpened focus on process optimization and service excellence, my tenure as Senior Director has been defined by a dedication to strategic leadership and loss prevention. The challenges of steering operations in a dynamic retail environment have honed my skills in business management and sales strategy.

With a pivotal role in Nike's operational advancements, our team's efforts in budget management have translated into streamlined processes and enhanced profitability. My approach to leadership is grounded in fostering a culture of continuous improvement, ensuring that every decision aligns with the brand's ethos of innovation and excellence.

### BRANDS WORKED WITH

Nike

Inditex

## Experience



### ● Senior Director Retail Operations and service excellence

Nike | Oct 2017 - Now

Head of function in charge of processes and tools, service excellence and loss prevention



### ● Director of Stores

Nike | Sep 2015 - Oct 2017



### ● Commercial director Zara Scandinavia

Inditex | Jan 2007 - Sep 2015

- Responsible for overseeing stores within Scandinavia, in particular outlets in Sweden, Norway and Denmark
- Continually monitoring sales performance and the overall profitability of stores throughout the Scandinavia region
- Developing and implementing marketing and business development strategies to drive business forward and increase profits
- Identifying any underperforming or unprofitable stores and then responsible for organizing their immediate closure
- Responsible for the selection and training of the actual commercial team, interviewing potential candidates and selecting the most appropriate candidates
- Ultimate responsibility for the effective management of all budgets and costs, making any necessary adjustments
- Constantly reviewing, scrutinizing and developing operational processes, identifying any areas for improvement



### ● Commercial director South Asia

Inditex | Jan 2006 - Jan 2007

- Actively overseeing stores within Asia, in particular outlets in Thailand, Philippines, Malaysia, Indonesia and Singapore
- Responsible for leading the sales and development of new openings and existing stores throughout south Asia countries
- Accountable for the introduction and settlement of commercial policies, logistics, and teams of Managers and Commercial Directors



### ● Commercial director South America

Inditex | Jan 2005 - Jan 2006

- Responsible for overseeing stores within the South American region, leading teams in Argentina, Brazil, Chile, Uruguay and Venezuela
- Cultivating sales, organizing logistics and overseeing the development of the brand in the South American market
- Instrumental in the implementation and settlement of a strategic struc-

ture for future store openings within the region  
-Commercially responsible all the countries trained, of which four have been successfully promoted and developed



● **Operation and commercial Menswear**

Inditex | Jan 2005 - Dec 2005

-Responsible for devising and implementing effective strategies to increase profitability and drive sales performance  
-Achieving all sales and cost budgets, through effective management and utilizing commercial director training



● **Operation and commercial Menswear Zara Germany**

Inditex | Jan 2000 - Jan 2005

-Responsible for the organization, production and sales performance of stores throughout the whole of Germany  
-Recruiting and training appropriate Managers for new store openings, providing leadership to ensure profitability  
-Instrumental in the opening of 35 stores, establishing structure and reporting on budgets of sales and costs achieved  
-Personally responsible for the appropriate selection and ongoing training of the Commercial Menswear Team



● **Product and expansion manager**

Inditex | Feb 1997 - Jan 2000

-Responsible for new markets logistics, sales and development within Argentina, Japan and the Middle East  
-Researching logistics and the potential of new markets, resolving any eventual customs requirements, transport and maximizing sales after official opening  
-Responsible for the sale of a range of footwear throughout the whole of Spain, specifically within Zara store outlets

## **Education & Training**

---

2019 - 2020

● **Rotterdam School of Management, Erasmus University**

Leadership in the digital age - Digital masterclasses,

1990 - 1995

● **Universidad de Valencia**

licenciado,