



Eugenio Olabe

My career and professional journey as Managing Director of multinational companies in several countries has given me a unique perspective and a multifaceted and multicultural appreciation of the challenges faced by organizations and the people who make them up. I am currently involved in projects in which my skills converge with the people who compose them, and the objective of creating sustainable value through innovation.

Barcelona, Spain

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Languages

Spanish (Native)

English (Fluent)

Italian (Fluent)

French (Work Proficiency)

About

Successful providing innovative transformation and operation strategies for high-profile organizations. Energetic, ambitious, and results-oriented Seasoned Executive & Business Branding Strategist with more than 20-year career, positioning solutions as drivers to accelerate revenues, market share, and profitability. EXECUTIVE LEADERSHIP & PERFORMANCE HIGHLIGHTS Define and clarify organizational vision, mission, having critical thinking and knowledge of the digital landscape, as enablers to transform business while aligning all stakeholders. Acquired a set of competencies and leadership skills to conceptualized, lead and deployed marketing, stored design, new retail formats, sourcing and supply chain strategies at international scale and group level, in addition to the overall company P&L. Outstanding international business and retail operations background underpinned by more than 20 years in strategic business planning, development, and innovative initiatives that resulted in significant growth in revenues and profitability. Company average turnover USD \$70M, average EBIT growth 37%, average head counts 1.500, average stores 250. Quadrilingual in Spanish (native), English (advanced), Italian (advanced), and French (intermediate)

BRANDS WORKED WITH

- Bata Group
- ISDI
- Primadonna Collection
- UNOde50

Experience



● Lab Coordinator. Mentor's Coordinator for Executives

ISDI | Jan 2020 - Now

DIGITAL SCHOOL Product Owner (PO) for DIBEX and ODIBEX programs
Act as PO for the backbone projects senior executives develop during their programs Lab Coordinator. Mentor's Coordinator for Executives
Conceptualized and designed the "Mentor's Playbook" guiding executives to define their own personal digital roadmap in three different pathways. Employability, Corporate, Entrepreneurship and Intra Venture.



● Global Chief Customer Experience Officer

UNOde50 | Jan 2022

PREMIUM JEWELLERY APAC International Business Development
Expanding the global present with reputable partners. Global Chief Customer Experience Officer
Build the Retail Timeline-Strategy, fostering work and process flow among all commercial departments.

● ITALIAN FASHION BRAND Country Manager

Primadonna Collection | Jan 2018 - Jan 2020

Formalized the strategic business plan with three key phases, restructuring, stabilizing and growth.
Lead all company aspects during Covid-19, achieving €0,8M cost savings, and opening new business channels.
Competencies acquired: Franchise, Spain legal context, Digital transformation.

● Managing Director

| Jan 2015 - Jan 2017

Tackle the challenge of balancing and aligning the company expenditures along with the pace of the country's rapid economic growth. 3,5% annual company EBIT growth.
Rectified more than \$4M of investments by overseeing the successful facility transition, including real estate negotiations and implementation of a credit control policy, to retain profits and ensure consensus.
Reduced occupancy cost by 10%.
Best retailer in Thailand by Lazada group.

Competencies acquired: Digital and Omni channel, Logistics, Corporate Social Responsibility.

- **Managing Director / European Branding Director**

| Jan 2010 - Jan 2014

EBIT growth of more than 300% over a 3-year period through new product & inventory management strategies, network optimization and sound financial control.

Increased Flagship turnover from €8M to €12M.

Delivered €12M cash flow.

Conceptualized and implemented the new business model for Bata Metro Stores across Europe. 300 stores.

Competencies acquired: Board level dynamics, Leadership & Stakeholder management.

- **Managing Director**

| Jan 2007 - Jan 2009

Accomplished an overall profitability growth of 18% over a 3-year period for the entire Malaysia region.

Obtained break even for La Primavera division, from previous losses.

Oversaw and participated in the negotiations and sale of the original factory and warehouse properties including the purchase of the new facilities, to ensure that the deal progressed smoothly and that certain conditions were met in order to remain profitable.

Opened the Vietnamese market via a solid local partner.

Competencies acquired: Manufacturing, Wholesale, Union labor negotiations, Understanding of corporate world dynamics.

- **Managing Director**

| Jan 2003 - Jan 2006

Accomplished 50% EBIT growth over a 4-year period.

Held complete oversight of the 2003 establishment of the new Bata International Procurement Center and sourcing office based in China.

Repositioned the organization from a commercial standpoint through the delivery of a new flagship model store concept that was integrated across emerging markets throughout Asia.

Competencies acquired: Branding & Marketing, Stores operations, Change management.

- **Global Retailer**

Bata Group | Jan 1997 - Jan 2017

- **Buyer**

| Jan 1997 - Jan 2002

Managed all areas of the Chapter 11 situation the company was in.

Competencies acquired: Dealing with uncertainty, Resilience & Empathy, Buying / Merchandising & OTB.

Achieved 6% avg. annual turnover increase.

4x annual stock turn.

Competencies acquired: Buying & Merchandising, OTB.