



Rafael Nespereira

Sr.Global Manager Product Marketing Sportstyle at PUMA Group

📍 90 Nuremberg, Germany

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Languages

Spanish (Native)

English (Fluent)

About

Creative lead | Art Director | Campaigns and Lookbooks | Production | On-set management |

BRANDS WORKED WITH



Experience



● Sr.Global Product Marketing Manager Sportstyle

PUMA Group | Nov 2020 - Now

A 360 global role creating, developing and implementing the marketing and go-to-market strategies for the seasonal initiatives during the sell-in and sell through period. Analysis, plans and tools based on extensive research of visuals and data to shape and address a contemporary and trend driven streetwear consumer. Screening new fan-based ambassadors (Dua Lipa, Neymar) for creative partnerships and activations, engaging them to the brand and audience. Connect inside the company getting cohesive projects rolling-out into local markets with the same global spirit. Bridge the external agents with streetwear talents in ideas and works that bring new visions into the brand. Secure that the brand values are represented on the concepts created, through an unique aesthetic and personality on each of them. Enlist brand retail, e-com and digital stories in the global marketing strategy, executing innovative solutions for their channels.



● SR. MARKETING MANAGER

Zalando | Aug 2013 - Sep 2017

Organize and develop the Trend Forecasting in-house agency for Zalando with three junior strend scouters for seasonal Macro-Trend Forecast. Creative storytelling concepts for the Big X and Trend Shop campaigns and lookbooks. Seasonal trend books and product presentations exposing creative direction and concepts.



● FOOTWEAR PRODUCT MANAGER

ZARA | Jan 2010 - Mar 2012

Product, sales management and planning: targets by country, purchase and distribution strategy, including peak of sales, upt to a total of 7M of Eur. per season.

● TRADE ADVISOR MIDDLE EAST

Spanish Embassy | Jan 2009 - Dec 2009

Business advisor for Spanish fashion brands interested on EAU and Qatar.



● ASSISTANT BUYER

Cortefiel | Nov 2007 - Dec 2008



● Senior Global Product Manager Sportstyle footwear

PUMA Group | Jul 2019 - Nov 2020

Developing seasonal collections and marketing strategies for the different franchises: new concepts, lifecycle management, distribution channels and price pyramid. Managing product lines through a process of product planning, internal design and development meetings until prototype approvals; ensuring that the final collection is reflecting market

needs Developing conceptual assortment plans and price basis considering specified business targets as well as Merchandising plans. Leading specific Co.Creative projects with relevant figures in the streetwear market, like Han Kjobenhavn, Billy Walsh or ADERERROR, providing new franchises and marketing concepts for premium distribution channels and retailers. Providing cross-divisional creative trend concepts and stories with specific storytelling proposals for the different franchises and market releases themes,customers, color and material drops, future activations and campaign ideations. Checking FOB's and Margin prices during the whole product process, from planning to the final milestone, and working closely with developers and designers to achieve and improve given business targets. Preparing market and competitor studies on an international level as well as analyzing forecasts and sales analyses. Working closely with Business Unit, footwear, apparel and accessories teams to ensure concept and product coordination across all product segments Presenting the product lines to international partners and key accounts at international meetings



- **Global Product Line Manager Sportstyle | Running**

PUMA Group | Oct 2017 - Jul 2019

- **Sr. Trend Creative / Fashion Direction**

Zalando Se | Nov 2014 - Oct 2017

Organise and develop the internal Trend Forecasting in-house agency for Zalando, setting up the activities, plan and reports. Provide seasonal and relevant Macro-Trend Forecast, including intensive research and analysis about: consumer insights, digital innovations, arts & culture and fashion trends. Plan, edit and deliver seasonal trend books and product research presentations across categories and departments about fashion brands, key items and silhouettes, colours and materials. Define with GBM the seasonal marketing calendar, adapting those trend topics to the customer onsite. Provide creative trend concepts for the Big X and Trend Shop campaigns and lookbooks for Zalando and Zalando Premium with GBC, managing the selection of keystone samples and the styling approval. Set up, edit and deliver styling and visual merchandising guidelines for the different pools and categories to ensure the accurate product presentation on site. Curate, select and approve the outfits and styling direction for the different catwalk shows for Local Brand Marketing. Lead and develop the creative trend themes for the different SMU'S styles in collaboration with the TOP 10 Business Partners : VF Group, Birkenstock... Lead, edit and produce the internal trend communication tools within the company (newsletters, trend reports and online feed) creating concepts and content. Drive the creative process for ZALANDO ICONICS: product range and sketches, colour and material selection, technical packages, corporate image, logo, packaging and promotional assets. Follow-up and discuss the buying process with the head of buying: budget (800k), margins and retail price structure.

- **Footwear Trend forecaster and data analyst**

Zalando Se | Aug 2013 - Oct 2014

Creative seasonal footwear trend direction (man&woman): moodboards, colour palette and material research. Footwear design and development for marketing collection: concept creation, product sketches, colour and material selection and development. Creation of concept ideas for campaigns and lookbooks. Product research and data analysis. Review of bestsellers and competitors. Maintenance of the showroom



- **TREND FORECASTER**

Polimoda | Apr 2012 - Dec 2012

Master in Trend forecasting

- **Editor Freelance**

Trendstop | Jun 2012 - Jun 2012

82 Pitti Uomo and Milan fashion week Coverage:

- Fair coverage: exhibitors, detection of future trends.
- Trend report: Main and more interesting brands exhibiting, product analysis, future trends in menswear (S/S 2013), upcoming brands.
- Street style pictures (Milan fashion week).

- **Product Manager (Turkey/Middle East countries)**

Inditex Tempe | Jan 2010 - Mar 2012

Responsible of footwear and accessories for EMEA countries:

- Strategic marketing planning.
- Sales management according to specific budgets.
- Peak of sales planning: sales target, purchasing quantities and distribution strategy.
- Menswear and footwear trend analysis.
- Product development and selection according to the needs of the market.
- Daily management of 80 stores in EMEA countries

- **Trade Advisor**

Oficina Económica Ycomercial de España En Dubai | Jan 2009 - Dec 2009

- Trade Advisor for Spanish firms interested on market entry and expansion U.A.E and Qatar.
- Market studies and sectoral reports for the Office.
- Promotional events Management for Spanish companies (trade fairs, commercial trips)

- **Técnico de Comercio Exterior**

Grupo Cortefiel | Nov 2007 - Dec 2008

In charge of the following duties:

- Shipments
- Payments
- Buyer assistance