

GUSTAVO JAIMES LOPEZ

Marketing Director
Brand Marketing & Strategy



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Experienced Marketing Director with **12+ years** of leadership in **brand growth, strategic positioning,** and **market impact** for premium sports brands, particularly in the **cycling industry**. Expert in **global marketing strategies, brand transformations,** and **multi-channel campaigns** across **retail, digital, media,** and **events,** delivering measurable business results.

JOB EXPERIENCE

INTERIM MARKETING DIRECTOR

BERRIA BIKES

Barcelona, Spain | 2025- Present

- LEADING THE BRAND'S STRATEGIC TRANSFORMATION, defining identity, narrative and long-term positioning for a high-performance cycling company.
- BUILDING THE MARKETING FUNCTION END-TO-END, structuring team, processes, KPIs and multi-market operations across Spain, France and Italy.
- DRIVING PRODUCT-LED STRATEGY AND GTM EXECUTION, integrating engineering-based storytelling, naming systems, launches and category development.
- OVERSEEING KEY GLOBAL PROGRAMS AND COMMUNICATIONS, including Squadra BERRIA, BRCC, DemoTour and Iris, ensuring consistency across product, digital and retail.

MARKETING & SUSTAINABILITY MANAGER

LA WASH

Barcelona, Spain | 2024 - 2025

- RESPONSIBLE FOR DEVELOPING AND IMPLEMENTING A LONG-TERM BRAND STRATEGY, redefining brand identity, customer segmentation, and visual language, positioning La Wash as an environmental activist brand.
- LEADING THE STRATEGIC REPOSITIONING TOWARD SUSTAINABILITY, driving initiatives aligned with circular economy principles, plastic waste reduction, and the promotion of eco-friendly detergent solutions.
- IN CHARGE OF DIGITAL TRANSFORMATION, including the launch of a new website and the implementation of a data-driven digital marketing strategy, focusing on SEO optimization, content marketing, and multi-channel campaigns.
- BUILDING THE CUSTOMER SUCCESS DEPARTMENT, defining workflows, incident protocols, onboarding processes, and implementing AI tools to optimize support and customer retention.

INTERIM MARKETING DIRECTOR

BERRIA BIKES

Albacete, Spain | 2021-2023

- LED A STRATEGIC SHIFT IN BRAND POSITIONING, evolving Berria from a domestic brand to a premium high-performance brand for riders seeking technically advanced bikes to push their limits.
- IMPLEMENTED A LONG-TERM BRAND STRATEGY, redefining brand identity, customer segmentation, and visual language, positioning Berria as a European premium brand with a strong performance DNA.

- CONDUCTED THE BRAND'S FIRST MARKET RESEARCH STUDY, leading customer segmentation and buyer persona development, enabling Berria to deeply understand its audience and adapt strategy, brand identity, and product development to address customer pain points and real needs.
- ACTIVELY CONTRIBUTED TO THE DEVELOPMENT OF THE BERRIA NEW PRODUCT LINE, ensuring strategic alignment between product innovation and the brand's competitive positioning.
- DEVELOPED AND EXECUTED MULTI-CHANNEL CAMPAIGNS, driving the launch of Berria new age across digital, media, retail, and event channels, expanding brand presence in key European markets.
- ENHANCED RETAIL AND CUSTOMER EXPERIENCE, introducing branded retail activations, product demo events, and in-store storytelling, improving customer engagement and sell-through rates.
- LED SPORTS MARKETING STRATEGY, leveraging athlete partnerships and race sponsorships to reinforce brand credibility and visibility.

HEAD OF MARKETING

PURE ELECTRIC

Barcelona, Spain | 2021

- LED THE NATIONAL BRAND STRATEGY, positioning Pure Electric as a leader in sustainable urban mobility, emphasizing e-mobility as an ecoconscious transportation alternative.
- DROVE E-COMMERCE AND RETAIL GROWTH, managing a dual-channel sales model with 7 physical stores and a dedicated e-commerce platform, ensuring a consistent brand experience.
- ENHANCED CUSTOMER EXPERIENCE, implementing retail branding strategies, including displays, signage, and staff training to strengthen brand presence and alignment with company values.
- FOCUSED ON SUSTAINABILITY COMMUNICATION, emphasizing environmental awareness and aligning campaigns with sustainable mobility messaging.

GLOBAL MARKETING MANAGER

MONDRAKER BIKES

Alicante, Spain | 2016-2020

- LED A STRATEGIC SHIFT POSITIONING MONDRAKER AS A PREMIUM RACING BRAND, driving a brand repositioning from a broad MTB range to a focused high-performance brand for riders seeking technically advanced bikes to push their limits, emphasizing mid-to-high-end segments.
- DROVE REVENUE GROWTH FROM €20M TO €100M, achieving a +38% CAGR, with sustained growth post-departure, reflecting the long-term impact of the strategies implemented.
- LED THE BRAND'S FIRST GLOBAL MARKETING STRATEGY, integrating a 360° Go-To-Market (GTM) approach with storytelling-driven product launches and brand campaigns.
- HEADED SPORTS MARKETING, managing the MS Mondraker DH Team and the Primaflor Mondraker XC Team, securing UCI World Cup titles and overseeing contract negotiations, forecasting, material supply, and event activations.
- IMPLEMENTED GTM STRATEGY PLANS for product launches, leading multiple successful launches that aligned marketing, product, and sales strategies to strengthen BRAND POSITIONING and drive market growth.
- DESIGNED AND EXECUTED MULTI-CHANNEL CAMPAIGNS, including advertising, product launches, retail activations, and digital campaigns, while leading media events, demo test tours, and retailer summits.
- PIONEERED A COMPLETE DIGITAL TRANSFORMATION, launching B2B/ B2C platforms, a Digital Asset Management (DAM) system, and the Mondraker MIND telemetry system.
- REDEFINED RETAIL EXPERIENCE, creating a comprehensive retailer storytelling program, focusing on brand education and consumer experience.
- EXECUTIVE LEADERSHIP IMPACT, serving as a member of the Executive Committee, contributing to global strategic planning and cross-department alignment.

MARKETING MANAGER

SPECIALIZED BICYCLE COMPONENTS

Santiago, Chile | 2014-2016

- IMPLEMENTED SPECIALIZED'S GLOBAL STRATEGIES FOR THE CHILEAN MARKET, adapting the brand's global framework to local market dynamics.
- ESTABLISHED AND EXPANDED SPECIALIZED'S RETAIL PRESENCE, executing comprehensive branding, merchandising, and in-store display strategies.
- LED SPECIALIZED BICYCLE COMPONENTS UNIVERSITY (SBCU) INITIATIVES IN CHILE, organizing multiple training events to educate retail partners on product knowledge and brand philosophy.
- DEVELOPED AND EXECUTED TARGETED MARKETING CAMPAIGNS, focusing on premium MTB and road cycling segments.
- MANAGED EVENT ACTIVATIONS, including product launches, test ride events, and retailer activations, ensuring consistent brand representation.

BUSINESS DEVELOPMENT MANAGER

ARGENPRESS LAUNDRY SOLUTIONS

Mendoza, Argentina | 2012-2014

Developed the region's first high-tech OPL laundry (2 tons/day capacity), introducing advanced equipment to improve efficiency and service quality, while also managing the distribution of OPL and commercial laundry equipment for the Cuyo region.

- LED THE DEVELOPMENT OF A HIGH-TECH OPL LAUNDRY, managing the full project lifecycle, including distribution agreements with Speed Queen, Unimac, IPSO, and Dexter.
- OVERSAW COMMERCIAL AND OPERATIONAL MANAGEMENT, leading a team of 5 sales agents, driving +40 laundry projects and managing 22 key accounts

EDUCATION

MASTER'S DEGREE | DIGITAL MARKETING

Power Business School

Spain | 2020 - 2021

MASTER'S DEGREE | MARKETING & SALES MANAGEMENT

EAE Business School

Spain | 2010 - 2012

B.B.A. | BACHELOR OF BUSINESS ADMINISTRATION

Aconcagua University

Argentina | 2000 - 2004

LANGUAGES

ENGLISH | FLUENT

SPANISH | NATIVE

PORTUGUESE | FLUENT

CERTIFICATIONS

Power a Greener Economy and Drive Sustainability

Sustainability Foundations

Sales, Product & Marketing

Marketing Strategy - Liuxury brands