

Eduard Grasas

Senior Consultant en IOR Network for Talents

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Summary

Senior global executive with 20+ years in eCommerce, digital transformation and advanced analytics across sportswear and fashion. Track record building and scaling digital capabilities and performance systems across Europe, Latin America, Middle East and Africa, and global organizations, working in contexts ranging from fast-growth regional eCommerce businesses (~€150M) to €1.5B+ digital programs.

Strengths include omnichannel and trading operating models, performance marketing and CRM enablement, digital analytics and AI/ML use cases, and building cross-functional teams of 40–80+.

Signature outcomes

- Europe: Built and scaled the eCommerce Europe performance management system (KPIs, decision cadences, governance, experimentation), accelerating decision cycles and improving commercial outcomes (conversion, margin, stock efficiency, media ROI) across the region for a €1.5B business.
- Latin America: grew eCommerce revenue from ~€30M to ~€210M (about +600%) while centralizing operations into a regional hub.
- Emerging Markets (MEA, India, Turkey): scaled eCommerce revenue to ~€150M with +50% YoY growth, launched platforms in multiple markets, and increased traffic +60% YoY.
- Hugo Boss Digital Campus (via Metyis): launched and scaled a multi-year digital growth and capability build program supporting a €1B digital sales ambition by 2025.
- PUMA (contract): designed cross-border expansion roadmap and operating model across EMEA, including vendor ecosystem and fulfillment design.

Core strengths

- eCommerce growth and trading: performance cadence, KPI architecture, conversion and retention levers, assortment and availability alignment, prioritization governance
- Omnichannel and digital operating models: hub setup, capability build, cross-functional governance, vendor and partner ecosystems
- Digital analytics and AI/ML: performance analytics, pricing and product analytics, consumer engagement analytics, experimentation and decision support

- Leadership: building and leading 40–80+ teams across geographies, stakeholder influence at VP, SVP, and C-level

Experience

IOR CONSULTING - NETWORK FOR TALENTS

Senior Interim Manager apr 2026

Interim managers are experienced business leaders who are able to manage an organization through a period of change or transformation, provide stability to a business following the sudden departure of a senior leader, or provide a highly specialized skill set which a business may not have internally.

ADIDAS

Senior Director, Digital Analytics, Europe

Amsterdam, Netherlands | 05/2024 – Present

- Lead digital analytics for adidas eCommerce Europe (>€1.5B sales context), aligned with global data governance and measurement frameworks.
- Lead a 45+ analytics organization spanning business performance, product and pricing, consumer engagement, digital experience (UX) analytics, data science, data engineering and ML / Gen AI.
- Partner with senior eCommerce leadership on growth priorities by translating insights into trading actions, investment choices, and execution roadmaps.
- Advance AI/ML and advanced analytics initiatives to improve decision quality across pricing, forecasting, customer performance, and experience optimization.

METYIS

Group eCommerce Director (Hugo Boss Digital Campus and Grupo Axo Digital Campus)

Porto, Portugal - Mexico City, Mexico - Barcelona, Spain | 11/2021 – 04/2024

Delivered two consecutive Digital Campus assignments focused on accelerating eCommerce growth through stronger trading, customer experience, and performance marketing execution.

Year one: Hugo Boss Digital Campus (Porto), supporting a €1B digital sales ambition by 2025. Year two: Grupo Axo Digital Campus (Mexico), supporting multi-brand growth across 20+ online stores.

- Hugo Boss Digital Campus: owned the eCommerce growth agenda across trading, UX/UI, CRM, and performance marketing, translating targets into roadmaps and weekly decision cadences.
- Led a 60+ cross-functional organization, scaling core capabilities and improving execution consistency across markets.
- Strengthened commercial performance management through KPI frameworks, trading routines, and prioritization governance across initiatives.
- Grupo Axo Digital Campus (Mexico): led multi-brand execution across 20+ online stores, aligning trading, marketing, and tech delivery to improve speed to market.

- Implemented performance routines and KPI tracking to improve campaign execution and cross-store comparability; drove roadmap prioritization and cross-functional coordination to deliver growth initiatives end-to-end.

PUMA

Digital Business and eCommerce Consultant (contract)

Barcelona, Spain | 01/2021 – 10/2021

- Served as fractional eCommerce lead for cross-border expansion across parts of EMEA, partnering with global and regional stakeholders.
- Designed a 5-year strategic roadmap and KPI framework, covering growth levers such as traffic, conversion, AOV, and retention.
- Led vendor strategy and ecosystem design across localization, customer service outsourcing, 3PL, and a bonded warehouse hub in Dubai to enable an export model at scale.
- Built profitability and operating model inputs with finance, merchandising, and logistics; improved operational efficiency and reduced overhead by ~5pp (as stated).

ADIDAS

Senior Director, eCommerce Emerging Markets (MEA and India, incl Turkey)

Istanbul, Turkey | 03/2019 – 12/2020

- Led eCommerce and marketplace operations across Emerging Markets, scaling revenue by ~50% YoY to ~€150M (as stated).
- Launched eCommerce operations in multiple markets including Israel, Egypt, Morocco, India and Turkey.
- Led an ~80-person cross-functional organization across analytics, CX, merchandising, operations, and marketing.
- Improved availability and allocation of high-demand products (+20%) and reduced inventory gaps (-30%).
- Built a centralized digital marketing capability and increased traffic by ~60% YoY.

ADIDAS

Director, Digital Analytics, Latin America

São Paulo, Brazil – Panama City, Panama – Bogota, Colombia | 02/2015 – 02/2019

- Centralized fragmented country operations into a regional hub, aligning commercial planning, analytics, and execution across six countries.
- Drove eCommerce scale from ~€30M to ~€210M (about +600%), through improved trading cadence, capability build, and cross-functional enablers.
- Initiated and scaled CRM, marketplaces, loyalty, and mobile capabilities as new growth levers.
- Negotiated enabling conditions with senior stakeholders across availability, campaign prioritization, warehouse capacity, and talent.

ADIDAS

Director, Business Development, Latin America

Panama City, Panama | 03/2013 – 01/2015

- Reported to the Regional Managing Director and co-led strategic planning initiatives across LATAM.
- Led SAP transformation rollout across LATAM markets, covering roadmap definition, testing, change management, incentives, and backfilling.
- Drove commercial and operational efficiency initiatives and supported the region's eCommerce workstream in Brazil (adidas and Reebok).

ADIDAS

Senior Manager, Program and Vendor Management, Global Solutions (SCM)

Nuremberg, Germany | 06/2011 – 02/2013

- Led Global Markets Solutions program workstream (Outbound Scheduling), shifting planning from monthly cycles to weekly and daily forecasts.
- Coordinated stakeholders across European markets and subsequent rollouts in Russia and the United States.
- Assumed functional process ownership responsibilities due to limited BPO capacity, representing business users in steering forums and bridging IT and business needs.

ACCENTURE

Senior Consultant, Supply Chain

Barcelona, Spain | 06/2005 – 06/2011

- Delivered supply chain, ERP, and planning transformations across FMCG, logistics, and retail.
- Examples of engagements include ERP implementation for Altadis, demand planning redesign for Paramount Home Entertainment, global SCM PMO setup at IKEA HQ, and global supply chain reorganization at Firmenich.
- Supported project sales and BPO initiatives delivering outsourced planning services.

Education

- **MIT Professional Education:** Chief Digital Officer certificate program (2026).
- **MIT and Columbia Business School:** Postgraduate Diploma in Digital Business (2019).
- **IE Business School:** MBA (2011).
- **Universitat Politècnica de Catalunya:** BSc Industrial Engineering (2005).

Languages

Spanish (native), Catalan (native), English (full professional), Portuguese (professional), French (basic).