

EUGENIA GIRÓN

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With proven track record in building premium brands internationally, achieving results through innovation, strategic thinking and value orientated management.

EXECUTIVE SUMMARY

Former CEO, leader, and entrepreneur in premium and luxury goods industry. Today combines the academic activity as Founder and Executive Director of IE/Mastercard Premium & Prestige Observatory with a corporate governance focus serving at the boards of leading companies (public and private) and institutions as well as an entrepreneurial approach to the digital transformation of the sector as active business angel.

Extensive background in strategic thinking, corporate leadership, international expansion with focus on Asia and strong financial acumen combined with building global premium and luxury brands that create shareholder value are hallmarks of career. Served as CEO of Carrera y Carrera after leading a Management Buy-In with private equity 3i and as Executive Chairman of Le Chateau. Loewe International Director, JV with LV that led to the acquisition by LVMH in 1996. Recognized as the best women executive in Spain in 2004 and Top 100 women in 2017.

PUBLIC CORPORATE BOARD EXPERIENCE

CORPORACION FINANCIERA ALBA, Madrid, Spain 2016-Present
Listed Spanish investment holding established in 1986.
The company is part of Grupo March, one of the main business and financial Spanish family-owned groups also integrated by Banca March and Fundacion Juan March.
The strategic investments of the Group are made via Alba.
Member, Board of Directors. Member, Operations Committee. Member, Nomination and Remuneration Committee. Member, Audit Committee

BOARD EXPERIENCE AT FOUNDATIONS AND INSTITUTIONS

ICA, INSTITUTO DE CONSEJEROS Y ADMINISTRADORES, Madrid, Spain 2017-Present
Member of the Board, Member of the Audit Committee.

REAL FABRICA DE TAPICES, ROYAL TAPESTRY FACTORY, Madrid, Spain 2014- Present
Founded in 1726 to supply Spanish royal palace and court with tapestries, is today the leading high-end tapestry and carpet designer and manufacturer counterpart of French Gobelins.
Member, Advisory Board

FUNDACION PARA LA DIVERSIDAD, Madrid, Spain 2010 - Present
Promotes diversity in the workforce.
Chairman, Board of Trustees (2015)
Member, Board of Trustees

OCEANA, Washington DC, US 2007 - Present
Largest international organization focused solely on ocean conservation, protecting marine ecosystems and endangered species; founded in 2001.
Member, International Board of Trustees. Treasurer 2014-Present
Member, Nominating Committee, 2012 - 2014

INSTITUTO DE EMPRESA (IE) UNIVERSITY, *Segovia and Madrid, Spain* 2009 - Present
Privately held under-graduate school and one of the top ranked universities in Europe offering students an international, humanistic and entrepreneurial perspective.
Member, Board of Trustees

PRIVATE CORPORATE BOARD EXPERIENCE

GRUPO SUAREZ, *Madrid, Spain* 2011 - Present
Private family owned company and jewellery retailers of Suarez and Aristocrazy brands, serving with the Chairman as one of the two independent members of the Board.
Member, Advisory Board

PEDRO GARCIA, *Madrid, Spain* 2009 - Present
Private family owned company and luxury shoe manufacturer and brand; primary international markets include the US, Italy, and Hong Kong.
Member (first independent member), Advisory Board

SAVELLI, Geneva, Switzerland 2013 - 2016
Start-up company developing a new luxury phone for women, currently on its Round-D capital raise.
Independent Director

SILVERCLOUD INVESTMENTS, *London, UK* 2011-2013
Investment vehicle for investments in luxury brands
Chairman of the Board

LE CHAMEAU, *France* 2012-2013
First investment of Silvercloud
Chairman of the Board

TRIAS, Madrid, Spain 2010 - 2012
Launching of a global fashion brand.
Independent Director & Advisor

GASTON Y DANIELA, *Madrid, Spain* 2008 - 2011
Private family owned company and home textile distributor of high-end brands in 20 countries.
Member (first independent member), Advisory Board

CARRERA Y CARRERA, *Madrid, Spain* 1999-2006
Management Buy In with 3i
Chief Executive Officer, Board member

PROFESSIONAL EXPERIENCE

IE PREMIUM & PRESTIGE BUSINESS OBSERVATORY, 2010 - Present
(IE BUSINESS SCHOOL), Madrid, Spain
The Centre, sponsored by MasterCard, conducts applied research on luxury and premium consumption and serves as a reference on state of the art thinking and trends in the premium and luxury industry.
Founder & Executive Director
Leads investigative research into the impact of technology on consumer behaviour, values on consumer decision-making, and the links between consumption of premium products and services and global urban travel trends.

- Initiated a global alliance with the Condé Nast Group for global research through their premium subscriber database.
- Serves as the spokesperson for all premium and luxury international activities of IE Business School.
- Co-founded the Awards for Sustainable Premium & Luxury Entrepreneurship in 2011, now presented by IE.

Adjunct Professor, Premium & Luxury Entrepreneurship, IE BUSINESS SCHOOL 2000 - Present

- One of the leading Business Schools in the world; The Financial Times ranked it the best Business School in Europe in 2012 and 2013, while Forbes ranked it #5 worldwide in 2013.

SILVERCLOUD, London, UK

2010 - 2013

Investment vehicle of Marwyn Management Partners investing in companies in the premium and luxury industry.

Advisor & Partner

- Led the acquisition of Le Chameau, the leading French brand for premium rubber boots and rainwear.

LE CHAMEAU, Normandy, France,
Executive Chairman,

2012 – 2013

CARRERA Y CARRERA, Madrid, Spain

1997 - 2006

Leading Spanish premium jewellery brand established in 1886 with a presence in key markets in the US, Japan, and Europe.

Chief Executive Officer

- Led and coordinated the Management Buy-In of the company from 1998 to 1999 and the 3X exit in 2006.
- Doubled sales to ≈ 30 M Euros in 2006, improving results from a loss of 2.5M Euros in 2000 to a profit of 4M Euros in 2006.
- Directed the re-launch of the brand including a new corporate strategy. Assembled a high performing team to implement the strategy while leading the financial turnaround and the cultural and organizational change required.
- Developed an international strategy that expanded the company into 30 countries with 18 exclusive boutiques and key retailers such as Neiman Marcus and Saks Fifth Avenue in the US and Lane Crawford in Hong Kong. The main markets included Japan, Russia, the Middle East, and Europe.
 - The strategy addressed the challenges of the new market dynamic following September 11th in the US.
- Instituted a Product Design and Development strategy for new collections, true to the style of the brand and adapted to new consumer cycles. Led the diversification of the brand's product portfolio in two lines of watches that represented $\approx 20\%$ of sales.
- Developed a Marketing and Communication strategy to build the renowned Spanish contemporary, luxury jewellery brand as the preferred choice of opinion leaders worldwide.

LOEWE S.A., Madrid, Spain

1992 - 1997

Leading luxury goods house established in 1946 and now a part of the LVMH Group.

Vice President, Leather, Silk & Fashion Accessories Division, 1995 - 1997

Directed global merchandising, marketing, product development and manufacturing. **LOEWE S.A.**,

Vice President, Loewe International, joint venture between Loewe SA and Louis Vuitton, 1994 - 1995

- Led product development, communications and management of the team within the international network comprised of 68 stores, 33 in Japan and 25 in Southeast Asia.

International Marketing Director, 1993 - 1994

- Defined development programs for existing products and proposal for new initiatives. Coordinated and prepared material necessary for new product launches.

Head of Strategic Planning, 1992 - 1993

- Developed a new strategy, in conjunction with the CEO, and the programs necessary to execute. Subsequently coordinated the implementation of the new strategy.

THE FIRST NATIONAL BANK OF CHICAGO, Madrid, Spain

1988 -1990

Senior Financial Analyst

ENTREPRENEURIAL AFFILIATIONS

RISING TIDES EUROPE III, Luxemburg

2018

European Investment Holding

Founder, Board Member

EUROPEAN COMMISSION, Brussels

2018

SME Instrument expert jury member

RISING TIDES EUROPE II, Luxemburg

2017-

European Investment Holding

Founder, Deal Leader

RISING TIDES EUROPE I, Luxemburg

2015-

European Investment Holding

Founder, Deal Leader

GO BEYOND, Geneva, Switzerland

2013 - Present

Early stage investing network. Led establishment of a chapter in Spain.

Deal leader for 24FAB, on line rental of high fashion; Madrid, Spain

Member

SOUTH SUMMIT, Madrid, Spain

2011-Present

Investor and start-up ecosystem annual gathering.

The event of reference for southern countries including Mediterranean and Latam

Member Advisory Board

AWARDS & RECOGNITION

Recipient, Top Professor MBA, 2017, IE Business School

2017

Recipient, Top 100 women in Spain. Top 10 experts and thinkers.

2017

Subject of IE Business School multimedia case: "The Entrepreneurial Journey of a Manager"

2016

in the academic area of entrepreneurship. Rated top entrepreneurship teaching material.

Member, Investor Panel, TU OPORTUNIDAD, Spanish Dragons Den, Madrid, Spain

2013

Television series featuring entrepreneurs pitching business ideas in order to secure investment finance from a panel of investors.

Recipient, The Best Women Executive in Spain Award by FEDEPE

2004

EDUCATION

YPO Singularity University Program	2018
Executive Education, Columbia Business School, NY , Digital Business Strategy	2018
MBA, Harvard Graduate School of Business Administration , Boston, MA	1992
<i>Consulting - Customer Loyalty</i> , Estee Lauder International, New York, NY, 1992	
<i>Marketing Consultant to CEO</i> , Guggenheim Museum, New York, NY, 1991	
Bachelor & Master of Engineering Degrees, Technical School of Industrial Engineering (ICAI) , Universidad Pontificia de Comillas , Madrid, Spain	1988

PROFESSIONAL AFFILIATIONS

Member of Advisory Board , INCAE, Centro de Liderazgo Colaborativo	2018
Associate Professor , MIT. Fashion Management Executive Program	2018
Keynote speaker , INCAE Conferencia de Presidentes	2018
Member of the Board , HARVARD CLUB of Spain	2017-Present
Member of the Jury , "Fuera de Serie" Awards	2015-Present
Vice President , Madrid Board AED (Asociación Española de Directivos)	2015-2017
Co-Chair , Women Corporate Directors, WCD. Co-founder Spanish Chapter	2015- Present
Speaker at WCD Family Business Summit, NY 2016	
Member of the Jury . SPAIN NATIONAL FASHION AWARDS	2014
Member, Advisory Board , EMPRENDEX, Madrid, Spain	2013 - Present
Provides entrepreneurs microcredits for projects serving the base of the economic pyramid.	
Advisor , ASHOKA SPAIN, Madrid, Spain	2012 - Present
Provides support to advance social entrepreneurship globally as the largest network of social entrepreneurs worldwide with nearly 3,000 fellows in 70 countries	
Member, Advisory Board , THE SOUTH SUMMIT, Madrid, Spain	2012 - Present
The major meeting point in Madrid for investors, companies and entrepreneurs.	
Member, Selection Committee , 2011 – Present	
Keynote speaker at ESADE , CEO Academy	2009 - 2011
Professor of Entrepreneurship , ISEM, Fashion Business School, Madrid, Spain	2009- Present
Jury Member , VOGUE Annual Jewellery Awards	2007 - 2013
Member, European Board , YPO (Young Presidents Organization) Madrid, Spain	2010 - 2011
Chair Madrid Chapter , 2005 - 2007	
Member , YPO/WPO, 2005 - Present	
Member, Advisory Board , STOWE SCHOOL'S MADRID CAMPUS, Buckinghamshire, UK	2009 - 2011
Member, Executive Committee , IWF (International Women's Forum), Madrid Chapter	2006 - 2009
Jury Member , HONG KONG TRADE ASSOCIATION, Annual Jewellery Design Award	2005 - 2009

PUBLICATIONS

Co-Author & Co-Editor , <i>Sustainable Luxury: Stories from the Pioneers II</i> , Greenleaf Publishing (UK)	May 2016
Co-Author & Co-Editor , <i>Sustainable Luxury: Stories from the Pioneers</i> , Greenleaf Publishing (UK)	May 2014
Director & Co-Author , <i>Dictionary for Luxury and Responsibility</i> , LID Editorial, Madrid, Spain	2012
Author , <i>Secretos de Lujo</i> , LID Editorial, Madrid, Spain	2009
<i>Inside Luxury</i> , English edition, LID Publishing, Ltd., London, UK, 2010	
Writer , Bi-Weekly Blog, <i>Forbes Magazine</i> , Mexico, bi-monthly <i>Luxonomist</i>	2013 - Present

