

LUIS GALVEZ



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WHO AM I

I am a customer experience digital leader with successful track record of launching, turning around, and scaling global retail experiences, products and businesses. Practical blend of visionary, builder, and operator who thrives in ambiguity and relentlessly drives experience and solution delivery towards profitable growth. Deep experience building products and experiences that embrace and leverage digital disruption.

CORE COMPETENCIES

- User and customer experience
- Product and service development
- Business development and partnerships
- Technology and Experience Innovation
- Business vision, strategy, planning
- Tech and business architecture
- Team leadership and structure
- Integrated marketing, brand building

EXPERIENCE & OUTCOMES

Global Head of Digital Product, IKEA, MADRID — 2021-PRESENT

Worldwide leader of digital customer experience function for IKEA retail stores. Lead digital product and how design, engineering, data, operations and marketing support to build and operate the current and future store customer experiences at the intersection of digital, physical and human for over 800 Million customers per year across 39 countries. Responsible for product innovation and retail digital transformation and delivering multi-billion dollar revenue and cost savings.

Enabling customer experience

- Leading the cross-company vision and strategy for in store experience
- Turned around and solved decades long challenges of navigating stores
- Led the digitising our stores and enablement for contextual experiences
- Leading Future Store experience definition and development tracks
- Leading in store digital channels of kiosks, signage & priorities with App
- Leading effective shopability of product range and services
- Lead future of in store checkout and collections experience
- Lead waiting experience and queueing solutions
- Led store analytics and behaviour tracking with feedback & dashboards
- Launched first in store experience innovation lab in retail
- Improved speed efficiency for experience and solution validation by 90%

Enabling and driving growth

- Leading products currently delivering >€3B and growing in value for IKEA

- Tripled size of team in first year while evolving team structure for success
- Leading business case development across organisation
- Leading the innovation intake, validation and testing process & outcomes
- Leading investments in startup company technology towards acquisition
- Driving change management and digital transformation across stores
- Manage global inbound of needs from markets and solution roadmap
- Developed system for global needs to solution management
- Ongoing presentations to company leaders and supervisory boards

Product Leader for In Store Digital, Target, Minnesota, USA — 2018-2021

- Drove product vision and strategy for digital in store across the chain
- Delivered business case and model towards multi-billion \$ business case
- Led digital platform 6-19% sales lift, 100% accuracy and 99.96% uptime
- Full scale prototyping of experience solutions for stores
- On the in-store technology advisory board

Head of Partnerships, Target Strategy & Innovation, SF 2015-2018

- Built an online platform and partial digital marketplace
- End-to-end closed loop system to drive product decisions for Target
- Delivered 1900% year over year improvement in throughput

EDUCATION

University of California, Davis - Philosophy & Economics

Fluent in English Spanish, and basic French

PATENTS

Galvez, Luis. 2019. Content Management of Digital Retail Displays. 62/644,649. filed March 17, 2019. Patent Pending.