



# Pablo Renaud

15 years building and managing online businesses in Europe.  
Expert in Ecommerce, Online Business, Digital Transformation

## LOCATION

Madrid

## WEBSITE

[www.renaud.es](http://www.renaud.es)

## E-MAIL

[pablo@renaud.es](mailto:pablo@renaud.es)

## TELEPHONE

+34 678 468 685

## SKILLS

15 years managing e-commerce projects, from startups to midsize level (Revenues: 0 to 1M€).

Extensive knowledge and proven experience about online businesses and strategy in Spain.

- Ecommerce competitive **strategy**.
- E-commerce **business models**.
- E-commerce **management**.
- E-commerce **conversion** optimization.
- Online **marketing, growth hacking**.
- **SEO** for E-commerce.
- **Tech** for E-commerce, WPO.
- Ecommerce **operations**, logistics, customer support, payments.

## RESOURCES

### LinkedIn profile:

[www.linkedin.com/in/pablorenaud](http://www.linkedin.com/in/pablorenaud)

### Twitter (E-commerce | 3750 followers):

[twitter.com/pablo\\_renaud](https://twitter.com/pablo_renaud)

### Personal website/blog:

[www.renaud.es](http://www.renaud.es)

### E-commerce publications:

[medium.com/pablorenaud](https://medium.com/pablorenaud)

### Speaker profile:

[www.renaud.es/eventos-y-conferencias](http://www.renaud.es/eventos-y-conferencias)

### Training:

[www.renaud.es/cursos-y-conferencias](http://www.renaud.es/cursos-y-conferencias)

## EDUCATION

- Executive MBA, Telecom & Digital Business **IE Business School** ([www.ie.edu](http://www.ie.edu))
- BoS, Telecommunications Engineering **UPM Madrid**.

## LANGUAGES

- English
- Spanish
- French

## BACKGROUND

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**Pablo Renaud** was one of the **e-commerce pioneers in the Spanish market**, launching his first online store in 2000. He has been deeply involved in the e-commerce business since then, being responsible, implementing and managing multiple online store's strategy, technology, sales, marketing and operations models.

He has proven to have acquired experience and knowledge about the **critical success factors for online businesses within the European markets**, specifically in the Spanish market.

Pablo is also an **e-commerce evangelist**, actively sharing his experience as speaker and e-commerce strategy trainer for companies.

Before focusing his career in e-Commerce, Pablo worked for 8 years in pharma industry, in roles of web programmer, analyst, and Business Intelligence Manager.

## WORK EXPERIENCE

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Jan 2012 – Present

**Ebolution Ecommerce** - [www.ebolution.com](http://www.ebolution.com)

Director of Strategy

Responsible for the launch of the brand, service portfolio and strategic positioning in the market as a key partner to any ecommerce project in the stages of definition, launch, growth or consolidation.

Managing a team of 5 specialists, in a company with a head count of 22.

Key customers: Unidad Editorial (El Mundo, Marca.com), Cristian Lay, Robopolis Group, Telefónica Digital.

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Mar 2008 – Dec 2011

**Prospectiva**

Founder & Director

Founded a small tech consulting company focused in ecommerce, online marketing and IT.

Head count: 4.

Launched and managed several owned ecommerce projects (Tecnoadicto.net, Ziclotech.com, Mi-Robot.com) that generated an aggregated business of 1M€.

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Feb 2004 – Feb 2008

**INDAS Laboratories**

Business Intelligence Manager

Development of a company-wide Business Intelligence solution using MOLAP technology and SQL Server Datawarehousing.

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Mar 2000 – Feb 2004

**INDAS Laboratories**

E-commerce Engineer

Development of a B2B Marketplace portal to be used by the whole network of Spanish Pharmacies for order management. Achieved three consecutive years of double digit growth in e-sales for the Company.