

# CARLOS ORTET

Senior Innovation Executive | Engineer | Researcher | Entrepreneur

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## PROFESSIONAL SUMMARY

Results-driven innovation leader with 30+ years of experience bridging technology and business strategy. Proven track record in digital transformation at Nike (12 years), founding 7 companies across tech and media sectors, and delivering AI solutions for Fortune 500 clients. Currently serving as Vice-Dean of Innovation at the Marketing & Communications College of Catalonia and directing monthly Innovation Radar Workshops at 3Cat (Catalan Public Broadcasting).

**Core Strengths:** AI Strategy | Digital Transformation | Executive Leadership | Startup Development | Global Brand Management

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## KEY ACHIEVEMENTS

- **12 years at Nike Group** — Led European digital transformation, launched Hurley Europe HQ, built first e-commerce platforms across EMEA
- **7 companies founded** — Technology, media, and creative production sectors
- **30+ thesis projects supervised** — AI, Data Science, and Systems Architecture at UAB & IIIA-CSIC
- **AI solutions delivered** — For CaixaBank, Sabadell, Danone, Ford, LIDL Europe, Iberostar
- **18 international expeditions** — Cultural and tourism promotion across 10 countries
- **18 documentaries produced** — Cultural heritage and social inclusion projects

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## PROFESSIONAL EXPERIENCE

### Executive & Board Positions (Current)

Organization	Role	Since
<b>Marketing &amp; Communications College of Catalonia</b>	Vice-Dean of Innovation, Board Member	2022
<b>3Cat (Catalan Public Broadcasting Corporation)</b>	Director, Innovation Radar Workshops	2023
<b>Catalan Audiovisual Cluster</b>	Founding Member	—
<b>PROA (Catalan Producers Association)</b>	Member	—
<b>SEO Association of Catalonia</b>	Board Member	—
<b>Sitges NEXT Innovation Festival</b>	Founder	2020

### Corporate Leadership

Role	Company	Period	Key Accomplishments
<b>European Director</b>	Hurley International (Nike, Inc.)	2006-2012	Built European HQ from ground up; led market entry strategy; recruited and managed cross-functional teams

Role	Company	Period	Key Accomplishments
<b>EMEA E-Business Director</b>	Nike, Inc.	2000-2006	Spearheaded digital transformation; launched first European e-commerce platforms
<b>Automation Director</b>	Nike, Inc.	2000-2006	Optimized processes and systems across operations
<b>Team Business Unit Director</b>	Nike, Inc.	2000-2006	Full P&L responsibility for business unit

## Entrepreneurship

Company	Role	Founded	Sector	Presence
<b>Zoopa</b>	Founder & CEO	2014	Innovation & Creative Technology Agency	Barcelona
<b>498AS Innovation Lab</b>	Co-founder & Director	2015	R&D & Emerging Tech	California (USA), Australia
<b>HMS</b>	Founder & Director	—	Media	Spain
<b>WOW Minimal Factory</b>	Founder & Director	—	Creative Production	Spain
<b>RI Productions</b>	Founder & Director	—	Audiovisual Production	Spain
<b>Massive</b>	Founder & Director	—	Media & Territory	Spain
<b>El Terrat</b>	Founder & Director	—	Television Production	Spain

## AI & TECHNOLOGY PROJECTS

### Enterprise Clients

Client	Industry	Project Type
<b>CaixaBank</b>	Banking	AI Solutions
<b>Banco Sabadell</b>	Banking	AI Solutions
<b>Danone</b>	Food & Beverage	AI Solutions
<b>Ford</b>	Automotive	AI Solutions
<b>Inter Miami CF</b>	Sports	AI Project
<b>LIDL Europe HQ</b>	Retail	AI Solutions
<b>Iberostar</b>	Hospitality & Tourism	AI Solutions

### Smart Tourism

Developed AI-powered municipal tourism systems for **Mataró** and **Castelldefels** (Spain)

*Presenting tourism AI projects at FITUR 2026*

## EDUCATION

Degree	Institution	Year	Focus
<b>B.S. Computer Engineering</b>	Universitat Autònoma de Barcelona (UAB)	1993	Computer Architecture, OS, Compilers, Software Engineering
<b>M.S. Computer Architecture</b>	UAB / CESCA (Supercomputing Center of Catalonia)	1994	Parallel Computing, Advanced Architectures
<b>Electrical Engineering</b>	University College Cork, Ireland	1994	ERASMUS Program – Hardware & Systems Design
<b>M.S. Space Studies</b>	International Space University, Stockholm / CESCA	1995	Satellite Applications
<b>AMP Executive Program</b>	IESE Business School / The Paley Center for Media, NYC	2011	Advanced Media & Entertainment Management

## Certifications

- **IBM Certification** – System/38-/36 & RS/6000 RISC Architecture (3 years enterprise development)
- **Cray Research Certification** – Cray T3D Massively Parallel Systems Programming (1994)

## ACADEMIC & RESEARCH

### Current Positions

Role	Institution	Since
<b>Visiting Professor &amp; Thesis Director</b>	UAB & IIIA-CSIC (AI Research Institute)	2015
<b>Associate Professor &amp; Researcher</b>	Department of Computer Architecture, UAB	1993

**Research Focus:** AI Ethics, Explainability of Generative AI Systems, Data Science, Systems Architecture

### Selected Publications

Title	Publication	Year
<i>“Generative AI and Strategic Brand Positioning”</i>	Harvard Deusto Business Review	2025
<i>“Brand Visibility Challenges in the ChatGPT Era”</i>	El Periódico PublicidAD	2025
<i>“Performance Prediction of Parallel Systems by Simulation”</i>	Academia.edu	1993
White Papers on Parallel Computing (4 papers)	Academic Journals	1991-1993

### Editorial Work

- **Editor** of the Catalan edition of Scott Jurek’s *“Born to Run”* (*“Nascuts per Córrer”*)

## EU Research Projects

- **European Copernicus Project** (1994-1996) — “Software Engineering for Parallel Processing”
  - **ARGOS: Autonomous Robotic Guidance System** (1994-1995) — Collaboration with Hatfield Polytechnic, UK
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## STRATEGIC & CULTURAL PROJECTS

### International Tourism & Branding

- International campaigns for **Catalunya Tourism Agency (ACT)**
- Brand strategy for **Camiral Resort — Ryder Cup 2031** venue
- Collaboration with **FC Barcelona, Rakuten, and Inter Miami** — International football schools AI project

### Cultural Exhibitions

	Exhibition	Location	Type
<i>Royal Princess</i>	Dublin, Ireland		Immersive
<i>Crimes</i>	Palau Robert, Barcelona		Cultural
<i>Woman</i>	Maritime Museum, Barcelona		Social Impact

### Publications

- **Author** of the historical and strategic book on **RIU Group** — International hospitality achievements
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## HUMANITARIAN & SOCIAL INITIATIVES

### X1FIN Foundation

- **Founder & Director** — Humanitarian operations in Mali, Haiti, and Morocco
- Built and operated secondary schools and agricultural farms

### SASR/ASSR Program (Spanish/American Sports Relief Association)

- **Founder** — Established in Los Angeles
- 3 humanitarian missions in Slovenia — Sports clubs in refugee camps
- Global mental health initiative

### Imparables Project

- Produced **18 documentaries** on cultural heritage and social inclusion
  - Promoted responsible tourism and cultural preservation
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## LANGUAGES

Language	Proficiency
Spanish	Native
Catalan	Native
English	Fluent (Professional)

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Language	Proficiency
French	Professional

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## INDUSTRY EXPERTISE

Technology & Software | Media & Entertainment | Tourism & Hospitality | Culture & Heritage | Sports | Education | Retail

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## DIGITAL PROFILES

**LinkedIn:** Carlos Ortet | **GitHub:** [github.com/carlosortet](https://github.com/carlosortet) | **Google Scholar:** Carlos Ortet | **Twitter/X:** @carlosortet  
| **Crunchbase:** Carlos Ortet

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*References available upon request*