

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

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

PROFESSIONAL EXPERIENCE

Executive & Board Positions (Current)

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

Corporate Leadership

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

Entrepreneurship

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

AI & TECHNOLOGY PROJECTS

Enterprise Clients

Client	Industry	Project Type
CaixaBank	Banking	AI Solutions
Banco Sabadell	Banking	AI Solutions
Danone	Food & Beverage	AI Solutions
Ford	Automotive	AI Solutions
Inter Miami CF	Sports	AI Project
LIDL Europe HQ	Retail	AI Solutions
Iberostar	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.S. Computer Engineering	Universitat Autònoma de Barcelona (UAB)	1993	Computer Architecture, OS, Compilers, Software Engineering
M.S. Computer Architecture	UAB / CESCA (Supercomputing Center of Catalonia)	1994	Parallel Computing, Advanced Architectures
Electrical Engineering	University College Cork, Ireland	1994	ERASMUS Program – Hardware & Systems Design
M.S. Space Studies	International Space University, Stockholm / CESCA	1995	Satellite Applications
AMP Executive Program	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
Visiting Professor & Thesis Director	UAB & IIIA-CSIC (AI Research Institute)	2015
Associate Professor & Researcher	Department of Computer Architecture, UAB	1993

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

Selected Publications

Title	Publication	Year
“Generative AI and Strategic Brand Positioning”	Harvard Deusto Business Review	2025
“Brand Visibility Challenges in the ChatGPT Era”	El Periódico PublicidAD	2025
“Performance Prediction of Parallel Systems by Simulation”	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 Còrrer”)

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

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

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

LANGUAGES

Language	Proficiency
Spanish	Native
Catalan	Native
English	Fluent (Professional)

Language	Proficiency
French	Professional

INDUSTRY EXPERTISE

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

DIGITAL PROFILES

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

References available upon request