



Curriculum Vitae

Personal information

Full Name: David Ortega Martínez
Mobile: +34 610774270
E-mail: dortegamartinez@icloud.com
Nationality: Spanish
Linkedin: <https://www.linkedin.com/in/davidortegamartinez>



Professional experience

Since 2023

Muvmi Mobility Consulting, Barcelona, Palma Mallorca (Spain) & International.

- Position: **Founding Partner & Managing Director (CEO)**.

Mobility Consulting company specialized in all the value chain of the **Automotive & Mobility industry**. Specialized in **Go-to-Market (GTM) strategies and EU local implementation** of new players in the Electric & Sustainable mobility industry ranging from OEMs to Battery manufacturers. We are an experienced team of Senior Automotive/Mobility experts with an extensive network in the industry. We develop and implement new innovative mobility business models and work with the latest technology and CaaS (Car-as-a-Service) platforms. Mobility Consulting company specialized in all the value chain of the Automotive & Mobility industry. Specialized in Go-to-Market (GTM) strategies and EU local implementation of new players in the Electric & Sustainable mobility industry ranging from OEMs to Battery manufacturers. We are an experienced team of Senior Automotive/Mobility experts with an extensive network in the industry. We develop and implement new innovative mobility business models and work with the latest technology and CaaS (Car-as-a-Service) platforms.

We are also active in the process of searching for **Strategic Partnerships (Joint Ventures, M&A and Industrial Alliances) and Public Funding** in the Automotive & Mobility industry. www.muvmi.es

Major Business Challenge: managing a Spanish industrial and strategic initiative: Re-industrialization of Nissan production facilities in Barcelona: launching of Decarbonization Hub Project (D-Hub) with local and international new EV companies (EV Motors - EBRO) in order launch a new innovative industrial and automotive services ecosystem (Hub Tech Factory SL). Currently supporting the launch of SANTANA Brand and ELECTRA Trucks (Velocero) in Spain and major European Markets.

Main Muvmi partners are certified Consultant in Business Strategy by Acció (Catalan Office for International Trade).



Other Muvmi Mobility Consulting (MMC) main Partners and co-founders :

- **Joan Miquel Malagelada. Former Automotive executive. President of ESADE Alumni Automotive Club. Board Member at EBRO.**
- **Marc Gallardo. Partner at RSM Spain & Lexing Spain. Digital Law.**

2018-2023

Improva Consulting. Barcelona, Madrid, Valencia, Zaragoza, Málaga, Palma Mallorca (Spain).

- Position: **Associate Partner– Business Unit Director** (*Automotive & Mobility Services*)

Improva is an **Operations Strategy & Business Transformation** consulting firm with +15 years in the market and 5 offices across Spain. With +50 experienced Senior Consultants it delivers high excellence results and successful implementations as a response to the high demanding challenges requested by our Clients. Leading **New Mobility & Retail Services** practice within the firm implementation. www.improva-consulting.com

Main duties:

Business Development and Senior Advisor in the Mobility industry. Currently working for OEMs, Dealer Groups, Private & Public Transport Operators and high growth Startups in developing new mobility strategies. Developing agreements with strategic Partners in the mobility industry and leading high-impact and transversal projects for large and medium companies that seek to gain competitive advantage by improving and excelling in their Mobility Operations. Team of +10 Senior Advisors, Project Manager and Senior Consultants. Full responsibility over P&L and BU development.

Major Business Challenge: developing from scratch a new Mobility Business Unit with a team of +15 Senior Consultants, Project Manager and Senior Advisors (WISE) and stablishing key strategic alliances with Partners. Accomplished budget: +30% company's turnover.

<https://www.improva-consulting.com/mobility-business-unit>

Main Projects: Nissan BCN (D-Hub), SEAT, Porsche Ibérica, Schmitz Cargobull, Lever Touch, Corporación Benigar (BMW-Mini), EMT Valencia, TMB, FGC, Grupo Transvía, Spanish Ministry of Industry (ENISA)...

Since July 2020 in charge of “Nissan Barcelona Reindustrialization” D-Hub Project. A national and strategic industrial project aimed to launch a new industrial and mobility ecosystem of Electrical and Fuel Cell vehicles in Spain. Coordinated by the Reindustrialization table and KPMG we have been designed as the finalist project to occupy the industrial facilities of Barcelona Zona Franca (Free Trade Zone) and Montcada. Projected investment: + 800 M €. Qualified to receive Next Generation EU Funding (PERTE). 6 OEMs involved in EV development. Expected employment: +4.500 people. Major impact in industrial Tier 1 and Tier 2 suppliers.

improva.
Operations, People & Innovation

2021-2022

Purdy Motor Group. San José, Costa Rica.

- Position: Member of the Advisory Board. **Mobility Advisory Group (MAG).**

Leading automotive Retail group in the country with presence in Costa Rica and United States. It represents 6 leading OEM Brands that represent for the largest market in the country (Toyota, Hino, Lexus, Ford, Volkswagen and Subaru). They are pioneers in new Mobility Solutions through their Purdy Mobility Lab and leading services as Kinto, CAFSA and Flexicar.

The MAG is formed by leading experts in mobility from Europe, US and Latin America. We are in charge of evaluating future investment & strategic initiatives in Mobility for the Purdy's BOD.

<https://www.grupopurdy.com/es/>



2013 – 2018

Moventia Group (Movento) Barcelona, Spain.

- Position: **Chief Commercial Director (CCO) & Deputy to CEO (President) / Automotive Retail Division**

Automotive division of Moventia Group (almost 100 yr-old Family owned business leader in Public & Private transport). +3.000 employees. +550 mill € Revenues. Presence in Spain, Europe, Asia and Latam.

Top 5 largest Spanish Multi-brand Private Dealer Group selling +26.000 units/year of new & used cars managing +17 Brands from all market segments (Luxury, Premium, General/volume, Low cost) and product range (Passenger vehicles, Industrial & Light commercial vehicles, Motorbikes). Specialized in Premium & Lux segments. <http://www.movento.es> www.moventia.es

Major business challenge: doubling x3 the Automotive Business Unit both in volume and value (total revenues) in just a 4 year time period from 13.000 veh to +30.000 veh. (Cars + LCV+ motorbikes).

Main duties: Establish commercial policy & strategy for the group (**Sales & Aftersales, Retail and Fleet/B2B Business**). Annual Budget preparation & reporting to the Board/President. Supervision of **own Multibrand Dealer network with 17 Brands + 34 facilities** all across BCN metropolitan region (Auser – Renault&Dacia, Stern Motor – Mercedes&Smart, Sarsa - VW Group, Motospazio - Piaggio Group). **RentaCar and Export Division** startup and launching. Responsibility over sales & aftersales business units. Direct supervision of Business Units (Brand Managing Directors) and P&L final results. Direct responsibility and supervision over a group of **5 Division GM's**, a team of +20 Multi-brands Sales Managers, **6 Group Aftersales Managers** (indirect supervision of 500 people). Direct responsibility over Corporate Fleets division (B2B) & Group External Spare Parts Division. Management of Group Strategic Projects & Commercial Partnerships (evaluation, proposal and direct reporting to the Group Family Board Steering Committee).



2009 – 2012

Volkswagen Group Retail Spain (VGRS), Barcelona, Spain.

- Position: **Business Development Manager - BDM (Sales & Aftersales Business)**.

Corporate HQ from wholly-owned subsidiary division of VW Group specialized in retail distribution (sales and service). Multi-brand companies selling all VW official group Brands. <http://www.vwgroupretail.es>

Main duties:

Start-up and launch of new division/company within the **Volkswagen group**.

Corporate HQ of Own Retail business division composed of +12 multi-brand companies in Spain (VW, Audi, VW LCV, Skoda & SEAT). Turnover: + 600 Mill. €. Centralized management with Porsche Holding (Austria).

Corporate and business development in Sales & Aftersales business areas for group's brand portfolio. Project Management of strategic projects. Business Planning and supervision of quantitative and qualitative results. Reporting to group CEO and VW Group HQ.



2001 – 2009

Kantva Brand Strategies (J.Walter Thompson - JWT) WPP. Barcelona.

- Position: **Project & Senior Manager Consultant**

Consulting division specialized in Strategic Planning & Branding. Corporate development programs for top multinationals. Industry: Advertising/Consulting. www.wpp.com

Main duties:

Member of the **Steering Committee**. Reporting to group CEO & WPP HQ in London. Leadership and team supervision (5-6 people) in Madrid and Barcelona offices. New Business development in key strategic industries. Automotive, Healthcare, Telecom, Financial services, Leisure & Tourism. P&L account control and reporting. Negotiation with suppliers and strategic partners.

Top Projects performed:

- **Audi**. Audi QPower International Project (2006-09). KPI's and Performance Management. Sales & Aftersales. Benchmarking of the Dealer Network.
- **Skoda**. Skoda Experience & LEX Projects (2005-06). Customer Experience Management. Sales & Aftersales.
- **Volkswagen**. VW One Style (2003-04). National Project aimed to improve Commercial Performance and Sales methodologies.
- **SEAT**. SEAT Masterlex International Project (2001-2002). Sales & Aftersales.

Improvement in management performance of Brand Subsidiaries and Private Dealers' of the Brands' official networks. New business development in the automotive industry and services.

1999 – 2000

TUI Travel PLC (TUI Spain – Ultramar Express), Palma de Mallorca, Spain.

- Position: **Deputy to Business Unit Director (Tui Cars)**

Spanish subsidiary of the largest European tour operator. Corporate headquarters position in Spain based in Balearic Islands. Industry: Tourism/leisure. www.tui.com

Main duties:

Assistant to Business Unit CEO (TUI Cars) in their back-office and field operations. Project Manager of TUI's InfoTec Top 10 Projects in Europe. (Implementation of a new Management program). Internal consultant. Collaboration with external consulting firms (PwC & Roland Berger Strategy consultants).

1996 - 1999

Barna Consulting Group (BCG), Barcelona, Spain.

- Position: **Marketing Strategy Consultant**

Strategic boutique consulting firm specialized in Marketing Strategy & Sales Management. www.barna-consulting.com

Main duties:

Assistant to President & CEO (Prof. Dr. Cosimo Chiesa). Responsible for developing projects in Marketing Management & Commercial Strategy in different industries: Automobile, Retail, Fast-Fashion, Luxury, Industrial, Pharma, Banking, Real Estate, Tourism.

- Automobile Clients: Audi-VW & Mercedes-Benz.
- Fashion industry: Mango, Inditex, Cortefiel.

1995 – 1996.

Auguste-Thouard Spain (Colliers International), Barcelona, Spain.

- Position: **Market Research Analyst**.

French Real Estate Consulting firm specialized in Industrial, Business and Retail B2B segments.

Main duties:

Development of market research tools & studies in the Business, Industrial & Commercial areas. Data analysis and field research in collaboration with institutional entities. Support to Sales Team and Marketing Director in Business Plan development and implementation.

WPP

J W T



bcg
Barna Consulting Group



Academic experience

Since 2012. **EADA Business School, Barcelona.**

Adjunct/Associate Professor in *Marketing and International Business & Strategy Departments.*

Faculty member - Marketing, Operations & Supply Department. Participation in different Master & Executive Education Programs and In-company training (MBA, EMBA, International Master in Marketing, Sales & Marketing Management, Retail Management, Internationalization of SME's, B2B Sales, Doing Business in Spain...). Visiting Professor in Top International Business Schools both in Europe and Latin America. Member of the Scientific Committee of the EADA Centre of Retail Management.

Participation in International Executive Master Programs (EMBA, MBA, MDP) with International Partner Schools (CENTRUM, IIM Shiilong, Kozminski, Jyvaskyla, ESPM, IBS FGV, Ecole de Pons, UFTGS,..) and In-company programs with multinational corporations (BAYER Ibérica, ROCA, HIPRA, AZKO Nobel, IDIADA, TOUS, IKEA...)

International Visiting Professor at International Business Schools in their EMBA and Executive Education Programs: **BBS (Italy), HHL (Germany), DTU Business (Denmark), CENTRUM (Colombia), Geneva Business School.** Durring 12 years I have been **Academic Program Director** for the International Week of the Executive Master in Marketing & Sales with our International academic partners in Germany (HHL), France (SKEMA) and Italy (BBS).

<https://www.eada.edu/es/profesorado-e-investigacion/departamentos/marketing-operaciones-y-supply/>

Programme Director in Execetutive Education & In-Company Programs

Since 2024. **Program Director for Automotive Industry specialized programs. Digital Transformation in Automotive Industry – Gremi del Motor & FECAVEM** - Executive Education division. **Master in Management & Digital Business for VW (VGED).** In-Company programs division.

Since 2020. Program Director of **International Executive Master Online in Marketing and Sales** aimed to Latinamerican countries: <https://www.eada.edu/es/programas/online/master-online-en-direccion-de-marketing-y-comercial>

2018-2020. Program Director of **Automobile Retail Innovation Programme (ARIP)**; Executive Education Program at **EADA Business School** for Senior Managers in the Automotive & Mobility industry (OEM Retail managers, Group Dealers Senior Managers, Mobility experts...).

2012-2014. Program Director of **Retail Management Programme and International Business Development (IBDP) Programme.**

2018-2022. **Universitat Oberta de Catalunya (UOC).**

Tutor in the Executive MBA Online Programme.

2012-2013 **Various Undergraduate Business Schools (European University – EU and IED).**

Associate Professor in International Marketing & Business at European Business.

2008-2012 ESIC Business School, Barcelona.

Associate Professor in Marketing & Business Strategy

Participation in different programs at graduate level (Masters, Executive Education, In-company Training).
Area: Marketing Strategy. Focus on Retail & Distribution Management, Experiential Marketing, Branding, CRM, Customer Strategy and International Business Development.
Member of Marketing Dept. Faculty Team and Professor in Undergraduate Bachelor Programs.

2008 IESE Business School, Barcelona (University of Navarra).

Monitor & Academic advisor for the PDD program.

Supervision of a team of Executives participating in the PDD Exec Ed program giving assistance in case study preparation and group discussions during the program.

1996-1999 IESE Business School, Barcelona (University of Navarra).

Research Assistant to Prof. Cosimo Chiesa de Negri & Prof. Lluís G. Renart (Marketing & Commercial Department)

Preparation of different specialized materials (case studies, teaching notes, support materials, etc...) in the different MBA electives and Executive Education & In-company programs aimed to participants enrolled in different programmers. Assisted





Education background

- 2024-27 **EADA Business School, Barcelona (Spain) & Le CNAM University, Paris (France).**
Executive *Doctorate in Business Administration (DBA)* candidate. Thesis area: Reindustrialization & Auto-Mobility industry.
- 2026 **Barcelona Finance School (BFS) – Institut d'Estudis Financers (IEF), Barcelona (Spain)**
Executive *Master in Corporate Finance*. Executive Program in *M&A and Investment Banking*.
Executive Program in *Enterprise Valuation and Capital Risk (Venture Capital)*.
- 2026 **FOUNDERZ Business School – Microsoft**
Master Online in AI and Innovation.
- 2025 **ESADE Business School. Barcelona (Spain)**
Executive Program in M&A and Private Equity. Online program. Focus: Pre-deal analysis & post-deal integration. Project: Porsche initial attempt and post-reverse merge integration into VW Group.
- 2018 **EADA Business School. Barcelona (Spain).**
Executive Program in Corporate Digital Transformation. Focus: Agile Business Transformation.
- 2017 **The Valley Digital Business School. Barcelona (Spain).**
PADDB+. Executive Program for Senior Managers in Digital Business. Startups Management.
- 2016 **HHL Leipzig Graduate School of Management. Leipzig (Germany).**
International Executive Education program. International Business, Marketing & Strategy. Focus in Automotive and Innovation industries. Porsche Strategy Business Case.
- 2007 **IESE Business School. Barcelona (Spain).**
PDD. Executive Program in Management Development. Strategy and General Management.
Selected as PDD Monitor/advisor for 2008 academic programme.
- 2006 **IQS Faculty of Economics & Management (Ramon Llull University – URL)**
PhD Candidate in Strategy & Operations Management. Customer Experience in Services industry.
- 2001 **IE Business School. Madrid (Spain).**
MBA. International **Master in Business Administration**. Full-time program. Intensification: Corporate Finance, Marketing and Entrepreneurship.
- 1996 **Universitat Internacional de Catalunya (UIC). Barcelona (Spain).**
Double Bachelor degree in International Business and Management (BBA + ADE). Bilingual program in collaboration with **Bentley University, Boston (USA)**. GPA: B+



Other skills:

Languages: written and spoken level.

SPANISH (Native).

CATALAN (Native).

ENGLISH (Bilingual), Proficiency. TOEFL score: 647 p.

GERMAN (Fair). Level A2/B1 Goethe Institut.

FRENCH (Fair). Français des Affaires. 2 years as a second language at university.

JAPANESE (Basic), Japanese Int. Proficiency Test. Level 4th.

Digital Skills:

MS Office (advanced Excel and PowerPoint), MS Project, SPSS, BI applications: Board BI, Qlickview certified. Auto DMS: Quiter, Autoline. Big Data and AI applications. LinkedIn Social Network Expert (Sales Navigator) & Influencer (+11k followers). Mobily Tech applications and IOT devices (connected car). Fully trained in Digital Sales Leads generation (Inbound Marketing) and Sales Funnel conversion rates.



Additional information:

Previous Secretary and Member of the Board of **Barcelona Motor Dealer's Association**. <http://www.gremidelmotor.org/>. Today Senior Advisor and Consultant for different Automotive & Mobility associations (CIAC, Faconauto, Fecavem, Gremi del Motor..)



FACONAUTO



Certified consultant in Business Strategy by ACCIÓ (Catalonia Trade & Investment Office)



Market analyst and article writer at **Coche Global**, the leading digital web for Influencers and Experts in the Automotive and Mobility industry. Published author regarding expert opinion in **Automotive & Mobility industry trends** in digital and major newspapers (La Vanguardia, El Mundo, El Periódico...).

<https://www.coheglobal.com>



Senior Advisor of **ENISA (Spanish Ministry of Industry, Energy & Tourism)** and **Connected Mobility Hub** both specialized in helping Mobility Startups to grow via soft financing and develop an Ecosystem and acceleration channel for Investors and New Ventures.

<https://www.enisa.es>

<https://connectedmobilityhub.com/startups/>



HHL LEIPZIG GRADUATE SCHOOL OF MANAGEMENT



PORSCHE
Porsche Zentrum Leipzig

le cnam



Personal references:

Available on request.