Joan García Camba

CHIEF INFORMATION OFFICER

Barcelona · International retail

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PROFILE

#Informático_de_sí, passionate about IT, with a technical background, management experience and an entrepreneurial mindset, bringing a multidisciplinary perspective. Curious and open-minded, I need to keep learning and improving professionally every day, questioning what I take for granted and adapting to new contexts so I can guide my team towards success with sound judgement.

Strong customer focus, directing efforts towards project outcomes and results, leading by example and caring for the working environment.

I want to demonstrate that IT can and should be a strategic partner that drives the business, delivering solutions and generating value for the company.

EDUCATION

Executive Development Programme (PDD)
IESE Business School · 2022

Executive Master in Digital Business
ESADE Business School · 2017

Computer Engineering
UPC · 2010

Higher Technician in Application Development
Provençana · 2001

Higher Technician in Systems Administration
Provençana · 2003

OTHER ACTIVITIES

CLUTX IT Solutions S.L.
My own IT consulting company.

La Salle
Lecturer in IT Service Management on the Master in Technology programme.

COMPETENCIES

Multidisciplinary perspective
Open-mindedness and continuous learning
Adaptability to new contexts
Critical thinking
Strong intellectual curiosity

Customer and results focus · Facilitator · Self-confidence · Change management · Leadership · Strategic vision · Hybrid profile

PROFESSIONAL EXPERIENCE

05/2022 - Present

BROWNIE | CIO

Family-owned international fashion retailer with more than 120 stores. Barcelona.

Member of the **Executive Committee**. Responsible for aligning technology with business strategy, developing the IT function and turning IT into an enabler of growth.

- Stabilisation of **critical projects and core technology systems**.
- Implementation of IT governance, the departmental structure and the vendor model.
- Development of **data and reporting capabilities for senior management**.
- Modernisation of systems and infrastructure to support retail growth and omnichannel operations.
- Creation and scaling of the IT department: **14 people**.

06/2020 - 05/2022

MISCOTA | CIO

International group specialising in pet products, with more than 25 years of experience and sales in over 135 countries. Barcelona.

Member of the **Executive Committee**, reporting to the CEO. Alignment of IT with strategic plans and rapid growth. Management of a multidisciplinary team of 25 people, vendors and the departmental budget.

- Transition to a **cloud platform** with continuous integration and delivery, reducing **deployment times by 43%**.
- Transition to an omnichannel model.
- **100% e-commerce uptime**.
- Management of **20 developers** using Agile methodologies.
- Expansion of the department from **6 to 25 people**.

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CERTIFICATIONS

The Business of AI
London Business School · 2024

Complex Problem Solving
UNIR University · 2022

Cloud & DevOps
MIT (Massachusetts) · 2021

What Do Good Managers Do?
IESE Business School · 2018

People and Team Management
IESE Business School · 2018

Keys to Managing People
IESE Business School · 2018

2 MCP · 2 CCNA
Microsoft · Cisco · 2010

VOLUNTEERING

ESADE Solidario
Consulting for non-profit organisations.

MENSA
Society for people with high IQ.

Red Cross · UNHCR
UNICEF · Intermón
Supporting member of humanitarian organisations.

LANGUAGES

Spanish · Catalan
Native

English
Proficient

RECOGNITION

Recognised in the **CIO 50 Awards Spain 2026**.

EXPERIENCE / CONTINUED

07/2012 - 07/2019

EQUIVALENZA | CIO

Bulk perfume retailer with more than 800 points of sale in 25 countries. Barcelona.

Member of the **Executive Committee**, reporting directly to the CEO. Alignment of information systems with the company's growth plans and strategy. Management of a multidisciplinary team of 10 people, vendors and the departmental budget.

- Implementation of **Sage X3 ERP** in partnership with Deloitte for analysis and rollout.
- Implementation of **BI (Qlik), CRM (Microsoft Dynamics) and WMS (Ulises - Seidor)**.
- Rapid and effective warehouse transformation: from a manual operation to a **computerised and automated system**.
- Creation of the IT department in collaboration with Human Resources.

1999 - 2012

Systems Technician, Administrator and Head of IT

Experience across several companies from the start of my career, progressively taking on greater responsibilities, administering systems in larger companies and ultimately taking responsibility for their IT.

Metropol Records · Head of IT. Sales analysis system.
Cohimar · Head of IT. SEO strategy.
Telefónica · ADSL installer.
Amena · Systems Administrator.
SGO · Trainer.

INTERESTS

I enjoy spending time with family and friends, and walking my dogs in the mountains while listening to music or podcasts. I enjoy reading and studying, and watching series with my family.

LIFE PHILOSOPHY

Two sayings capture my outlook: "Life is not about waiting for the storm to pass, it is about learning to dance in the rain" (Vivien Greene) and "The difficult gets done; the impossible is attempted" (Napoleon Bonaparte).