

PERE BRUGAL

President & MD | CCO | COO | Transformational Leader



Business leader on **Sustainable Mobility, Technology, Retail, Sports and Fashion industry.**



Inspirational **People Leader**. Able to create an environment that boosts performance, innovation and team development.



Customer & Product focused business development thru an **Omnichannel** strategy. Digitalizing connection with customers and creating great experiences.



Global management Experience in USA, Canada, China, Switzerland, Spain, Portugal, Italy, France, Benelux, UK, Germany, Austria, Poland, Norway, Denmark, Sweden, Israel, Brazil, Mexico.

CONTACT ME



perebrugal@gmail.com



+ 41 793 295 863
+ 34 628 456 959



www.linkedin.com/in/pere-brugal-1925234



Lärchenweg 5
8802 Kilchberg ZH, CH



WORK EXPERIENCE



GENERAL MOTORS - Creating a Future of Zero Emissions, Zero Crashes and Zero Congestions. Automotive, Autonomous Vehicle & Energy Products. Employees 162k & Revenue \$187B by 2024. Detroit, USA

2+ years
Aug 2023
Nov 2025

PRESIDENT & MANAGING DIRECTOR GM EUROPE

♥ Switzerland, Zurich

My Mission:

To Build a Sustainable and Profitable Business in Europe by re-entering European market with Cadillac Luxury Brand in an All-Electric Model Line-up, while maximizing GM Brand & Portfolio Opportunities.

Achievements:

- Creating the Digital Environment, Tools and Processes to enable future operations scale up.
- Amplifying Motorsports Opportunities for Cadillac with WEC & F1.
- Expand NAV operations into Turkey and incorporate into Europe Israel Distributor Business.
- Historical GCOTY Award winner in 2025 & 2026 (LYRIQ & VISTIQ).
- Building a diverse, innovative and talented team to Scale Up.
- Strategic Product Portfolio definition for Europe.
- Aftersales network development and new Parts Business.

CHIEF COMMERCIAL OFFICER GM EUROPE

♥ Switzerland, Zurich

Achievements:

- Launching Cadillac All Electric Brand and Portfolio in Europe on a D2C Hybrid biz model in Switzerland, Sweden, Germany & France.
- Expanding Corvette business in a Distributor/Dealer Model.
- Restructuring Importer based NAV biz.
- Build Commercial Team attracting top Industry Talent.



BYD - Green Energy Solutions to help cool down the Earth by reducing reliance on fossil fuels. Automotive, Energy & Electronics. Employees 968k & Revenue €63B by 2022. Shenzhen, China

2,5 years
Dec 2020
- Jun 2023

COMERCIAL DIRECTOR EUROPE PASSENGER CARS

♥ Rotterdam, Amsterdam & Barcelona

My Mission:

To launch Electric Passenger Car Business in all Europe by establishing strategic partnerships, building the brand, developing Dealer/Distributor Network, defining customer experience, and adapting product portfolio to EU customer preferences.

Achievements:

- 1st Employee in Europe to Develop EU Business and Team.
- Launch of Norwegian Market in Aug 2021 with BEV SUV Tang. 2.500 cars registered in less than 12 months.
- Network Development with Dealers and Distributors to Launch BYD in 15 European Countries.
- Israel best EV model & best EV brand. 10k BYD ATTO3 sold in 6 months after launch.
- Attracting Talent & Building Europe Country Mgmt Team.

LIVING ABROAD

Barcelona born and raised, have had the opportunity to live in different countries

| | |
|-----------|---------|
| ZURICH | 2023-XX |
| NEW YORK | 2012-14 |
| AMSTERDAM | 2007-08 |
| BOSTON | 1993 |

AWARDS & HONORS

GCOTY (German Car of the Year) Award Luxury Category in 2025 (Cadillac LYRIQ) & 2026 (Cadillac VISTIQ).

DEBI (Distinct Excellence in Bridal Industry) Award winner to best Designer Bridal Company in USA in 2012 & 2013

iF Design Award for Closca Bootle Wave - 2021

Professor on Transformation Management at Block Chain Master's Program - 2020

Honored to deliver opening speech at ESADE BBA Academic Year – 2018

2nd Lieutenant of Spanish Army. Ranking 5th of 1993 Class at Officers Academy

SPEAKER EVENTS

Thinking Heads® Speaker

Europe Flotte, Milano - 2024

Dagens Industry, Stockholm – 2021, 2023

El Pais Retina, Reina Sofia Center in Madrid - 2017

HR Global Conference, Barcelona – 2018

Medinge Group at ESADE, Barcelona – 2018

Multiple Automotive Speaking & Media Engagement Events



CLOSCA – Inspiring Behavior Change for a more sustainable World through Iconic Design. Water & Mobility. Valencia, ES

1 year
Oct 2019 –
Oct 2020

PART TIME MD & ADVISOR

♥ Barcelona & Valencia, ES

My Mission:

To unlock exponential growth opportunities and build a management foundation for future Scale-Up to reduce plastic pollution when drinking water and enable a more sustainable personal city mobility.

Achievements:

- Apple Maps POI provider for category Fountains.
- Fast Innovation project during COVID to deliver a reusable Mask.
- Launch of iF Design Award winner Closca Bottle Wave.



TESLA – Accelerating World Transition to Sustainable Energy. Automotive, AV & Energy. Employees 48k Revenue of \$24B by 2019. Palo Alto, CAL, USA

2,5 years
Feb 2017 -
Sep 2019

GENERAL MANAGER for SOUTHERN EUROPE ♥ Barcelona, ES

My Mission:

To lead Tesla operations and expansion in Southern Europe, managing a direct Sales & delivery Team of +300 people across 4 countries (France, Italy, Spain & Portugal)

Achievements:

- x10 growth in 3 years to achieve €1 billion by 2019.
- Market opening of Spain & Portugal from scratch to €200M in 2y.
- Leader of New Business Model Project (redefining customer journey and organization structure).
- Interim EMEA Sales & Delivery leader for Q2 2018.
- Business turnaround in France during 2017 acting also as Country Director while recruiting country leader and team.
- Government Relations Team Leadership in Southern Europe



DESIGUAL - Fashion Apparel and Accessories industry. Revenue of \$937M. Barcelona, ES

2 years
Dec 2014 -
Jan 2017

RETAIL DIRECTOR WESTERN, NORTHERN & CENTRAL EU

♥ Barcelona, ES

My Mission:

To manage the retail portfolio of +110 stores across 10 countries in EU to achieve the budgeted revenue and profitability goals. Total team of +1000 employees with direct team of 8 Country Mgrs and 6 VM Mgrs.

Achievements:

- Leader of Desigual New Store Concept. Redefining the complete customer journey thru new digital technologies and an holistic experience achieving +20% in traffic and 80% NPS
- Leader of Personal Shopper Project.
- Integration of the Swedish Franchise chain into owned retail.
- Optimization of the store portfolio and action plan to improve Margin while increasing loyalty and customer satisfaction.

UNIVERSITY STUDIES

MBA & BACHELOR BUSINESS DEGREE
at ESADE University
♥ Barcelona, ES
1988-1993

MASTER IN INTERNATIONAL ECONOMY & FINANCE
at BRANDEIS University
♥ Waltham, MA, USA
Jan 1993 to May 1993
EXCHANGE PROGRAM

LANGUAGES

| | |
|---------|------------------|
| Spanish | Native |
| Catalan | Native |
| English | Full Proficiency |

INTERESTS

Running & Hiking
Skiing
Golf
Basketball
Football
Strategy Games
History
Cooking

PRONOVIAS BARCELONA

PRONOVIAS – Dressing the Dream of Women in the most important moments of their life. Fashion Apparel & Accessories. Revenue of €150M. Barcelona, ES

3 years
Dec 2011 –
Oct 2014

MANAGING DIRECTOR FOR USA & CANADA ♥ New York, USA

My Mission:

General Management of USA & CANADA subsidiary with a portfolio of 600 wholesale customers and 1 Flagship Store. Leading operations, marketing, Finance and HHRR aligned with HQ. Full P&L accountability at Revenue and EBITDA line. Managing X-functional team of 20 people

Achievements:

- DEBI (Distinct Excellence in Bridal Industry) award winner to the best designer bridal company in USA in 2012 & 2013.
- P&L Management to achieve 25% EBITDA.
- All time record attendance and biz of North America Customers at Barcelona Pronovias Show (150 customers)
- Launching of industry leading Training and CO-OP activities. program (Pronovias Diamond Club)

COMMERCIAL DTOR FOR NORTH, CENTRAL & SOUTH AMERICA ♥ New York, USA



NIKE – To bring inspiration & innovation to every athlete in the World. Largest supplier of Athletic Footwear & Apparel. Sports industry. Revenue of \$24B in 2012. Portland, OR, USA

10 years
Jan 2002 –
Nov 2011

SPORTSWEAR GM IBERIA ♥ Barcelona, ES

My Mission:

Sportswear Category leadership. Create the Sportswear strategy rooted in consumer insights to achieve the category vision. Lead the execution of the annual Business Plan across Marketing, Merchandising & Sales functions, in order to reach P&L budgeted goals (Net Revenue & Gross Margin).

Achievements:

- New Marketing Campaign "Brilla".
- Amplify Sports best practices with FCB, CR7 and Rafa Nadal assets.
- Repositioning of Max Air franchise, including new strategy in terms of distribution, product merchandising and marketing.
- EU Launching of Jordan Brand.

APPAREL DIVISIONAL SLS MGR EMEA ♥ Amsterdam, NL

APPAREL SALES MANAGER IBERIA ♥ Barcelona, ES

NATIONAL ACCOUNT MANAGER AND STRAT ACCT MGR ♥ Barcelona, ES



Denim and Apparel industry. Revenue \$1B in 2002
San Francisco, CAL, USA

8 years
Mar 1994-
Dec 2001

KEY ACCOUNT MANAGER IBERIA / ACCOUNT MGR / CREDIT & FINANCIAL ANALYST ♥ Barcelona, ES