

DANIEL PEÑA GARCÍA**Personal information:**

- Birth date: November 1st 1976 at Madrid (Spain)
- Address: C/ Rafael de Riego 50, 2ºB; 28045 Madrid (Spain)
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- E - mail: daniel.pena@gmail.com
- Personal site: www.creacciones.es (Spanish)

Professional experience**Co-founder, Product and Marketing Director (January 2010) Traddia.com**

(revolutionary and disruptive on line solution for the advertising market)

- Company creation as Investment Partner and Technical set up Development team hiring and leadership, including design, front and back end
- Product Development documentation: usability, HCI, prototyping and
- Marketing and commercial strategy, plan and P&L
- PR and Social Media campaign

New Media Director - [Genetsis](http://Genetsis.com) (Internet Agency) (May 2007 – November 2009)

- Strategic consultant for different clients (Iberdrola, Mahou, Coca-Cola) for SEO, SMO or ORM.
- New Media team management

Project Director for Yell ([Yellow Pages](http://YellowPages.com)) (January 2009 – November 2009)

- Director of the strategic consultancy team in charge of creating a new social platform around the Yellow Pages business

Product & Marketing Director for [Coca-Cola](http://Coca-Cola.com) May 2007 – January 2009

- Manage and lead the consulting team who has developed the 2007-2010 Coke Spain Internet Strategy
- Product:
 - Lead the product, development, creative and design teams
 - Coordinate the user experience efforts
 - Manage usability and accessibility of the platform
- Marketing:
 - Create the online marketing structure
 - SEO, SEM and traditional campaigns
 - Set up objectives, ROI analysis, CRM
 - Create NextGen reporting infrastructure (coordination with Coca-Cola team)
 - Manage promotions, launch programs and PR
 - Manage and lead innovation team

E-Commerce Strategy Consultant – [Terra](http://Terra.com) (Telefonica)

March 2007- May 2007

- Head of consultancy team on e-commerce
- Build the Terra.es e-commerce strategy

Head of Product Marketing & Merchant Services – [PayPal Spain](http://PayPal.com) March 2005 – March 2007

- Develop Spain Product Marketing strategy and co-develop ES Business strategy (short, mid and long term) plus EU and Global Product strategy

- Research, scope and lead all Product Marketing related projects
- Lead and manage the User experience projects: usability studies, users panel and the projects for improving it.
- Lead local projects, manage CS coordination and develop new initiatives
- Create and lead the Product Mktg. department; Intl. coordination
- Develop Marketing plans and PR strategy. Act as company speaker
- Manage Business Development efforts
- Lead Merchant Services efforts: Strategy and Business development

Product Manager – [eBay Spain](#) January 2003 – March 2005

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- Create and lead the Product Mktg. department; Intl. coordination

Web Developer – [eBay Spain](#) May 2001 – January 2003

- Support in country strategy with any web related project
- Develop multiple microsites
- Manage user experience and usability

Webmaster/IT manager – [iBazar](#) March 2000 – May 2001

- Part of the pioneer team who launched eBay.es. In charge of multiple responsibilities including the Web Site and ES office IT support

More

Associations

- Web Analytics Association (www.webanalyticsassociation.org)
- Spanish analytics association (www.aeaw.es)

Languages

- High English level. Used to work in English and used to travel overseas quite often.
- French medium level.

Education

- Currently completing BA degree
- Chemistry intermediate degree

Training

- *Web based companies Public relations* (2006)
- *Project Management* (80 hours) by *Cadence Project Management* (Paris)

Others

- Owner of www.creaciones.es, blog and personal project about innovation, analytics, usability and e-marketing (Spanish only)
- Speaker at different events: [Conversion Thursday](#) Madrid (February and April 2009), [IE](#) (May 2009), [Practitioner Web Analytics](#) (May 2009) and opening speaker at [eMetrics](#) Madrid (June 2009)