

MARIA EUGENIA GIRÓN

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Today leads a portfolio career as Non-Executive Director, angel investor and entrepreneurship professor. With proven track record in building premium business internationally, achieving results through innovation, strategic thinking and purpose orientated management. Committed to social and environmental sustainability as she is actively involved in ocean conservation and empowering diversity in organizations.

EXECUTIVE SUMMARY

Former CEO, leader, and entrepreneur in the luxury & prestige goods space. Today combines a corporate governance focus serving at the boards of leading companies (public and private). Committed to global environment protection at Oceana and empowering women and diversity at organizations. Also develops an academic activity as Entrepreneurship Professor at IE.

Extensive background in strategic thinking, corporate leadership, international expansion and strong financial acumen combined with building global premium & prestige brands to create shareholder value, are hallmarks of her career. Served as CEO of Carrera y Carrera after leading a Management Buy-In with private equity 3i. Led Loewe International, JV of Loewe with LV responsible for 50 stores in Asia (35 in Japan).

Recognized as the best women executive in Spain in 2004, Top 100 women of Spain in 2017, 2019 and 2022, top IMBA professor at IE in 2017 and 2018.

PUBLIC CORPORATE BOARD EXPERIENCE

BIRKS GROUP , <i>Montreal, Canada</i> Design, manufacture and retail of jewelry and luxury. Listed in NYSE <i>Member, Board of Directors. Member Executive and Audit Committee</i>	2023-Present
CIE AUTOMOTIVE , <i>Bilbao, Spain</i> Industrial group specialized in supplying components to the automotive industry. With 115 manufacturing centers in 15 countries and 25.000 employees. <i>Member, Board of Directors. Chair of ESG Committee.</i> <i>Member Nomination and Remuneration Committee</i>	2021-Present
CORPORACION FINANCIERA ALBA , <i>Madrid, Spain</i> Listed Spanish investment holding established in 1986. The company is part of Grupo March, one of the main business and financial Spanish family-owned groups also integrated by Banca March and Fundacion Juan March. The strategic investments of the Group are made via Alba. Asset value over 5 billion euro. <i>Member, Board of Directors. Chair, Nomination and Remuneration Committee (2019-)</i> <i>Member, Audit Committee (2018-). Member Investment Committee (2016-2019)</i>	2016-Present
ECOENER , <i>La Coruña, Spain</i> Renewable energy for sustainable development. IPO in 2021. <i>Member, Board of Directors. Chair, Nomination and Remuneration Committee.</i> <i>Lead Director</i>	2021-2023

BOARD EXPERIENCE AT FOUNDATIONS AND INSTITUTIONS

OCEANA , <i>Washington DC, US</i> Largest international organization focused solely on ocean conservation, protecting marine ecosystems and endangered species; founded in 2001. <i>Vice Chair of the Board, (September 2020)</i>	2007-Present
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IC-A, INSTITUTO DE CONSEJEROS Y ADMINISTRADORES. *Madrid, Spain* 2017-Present
Spanish Association dedicated to the creation and dissemination of good corporate governance practices.
Member of the Board, Member of the Audit Committee.

REAL FABRICA DE TAPICES, ROYAL TAPESTRY FACTORY, *Madrid, Spain* 2014-Present
Royal Tapestry Manufacturing.
Founded in 1726 to supply Spanish royal palace and court with tapestries, is today the leading high-end tapestry and carpet designer and manufacturer counterpart of French Gobelins.
Member, Advisory Board

FUNDACION PARA LA DIVERSIDAD, *Madrid, Spain* 2010–2023
Promotes diversity in the workforce. *Chair, Board of Trustees (2015-)*

IE UNIVERSITY, *Segovia and Madrid, Spain* 2009-2023
Privately held under-graduate school and one of the top ranked universities in Europe offering students an international, humanistic, and entrepreneurial perspective.
Member, Board of Trustees

PRIVATE CORPORATE BOARD EXPERIENCE

DELAVIUDA, *Madrid,, Spain* 2023-Present
Private family-owned company in the food industry including premium chocolate brand.
Member, Advisory Board

GRUPO SUAREZ, *Madrid, Spain* 2011-2018
Private family-owned company and jewellery retailers of Suarez and Aristocrazy brands.
Member, Advisory Board

SAVELLI, *Geneva, Switzerland* 2013-2016
Start-up company developing a new luxury phone for women.
Independent Director

SILVERCLOUD INVESTMENTS, *London, UK* 2011-2013
Investment vehicle for investments in luxury brands by Marwyn Partners
Chairman of the Board

LE CHAMEAU, *France* 2012-2013
First investment of Silvercloud
Chairman of the Board

TRIAS, *Madrid, Spain* 2010 - 2012
Launching of a global fashion brand.
Independent Director & Advisor

GASTON Y DANIELA, *Madrid, Spain* 2008 - 2011
Private family owned company and home textile distributor of high-end brands in 20 countries.
Member (first independent member), Advisory Board

CARRERA Y CARRERA, *Madrid, Spain* 1999-2006
Management Buy In with 3i. *Chief Executive Officer, Board member*

PROFESSIONAL EXPERIENCE

- PEDRO GARCIA**, *Alicante, Spain* 2009-Present
Private family-owned company in luxury footwear industry. International presence.
Advisor.
- IE PREMIUM & PRESTIGE BUSINESS OBSERVATORY,** 2010-2019
(IE BUSINESS SCHOOL), Madrid, Spain
The Centre, sponsored by MasterCard, conducts applied research on luxury and premium consumption and serves as a reference on state-of-the-art thinking and trends in the premium and luxury industry.
Founder & Executive Director
Leads investigative research into the impact of technology on consumer behaviour, values on consumer decision-making, and the links between consumption of premium products and services and global urban travel trends.
- Serves as the spokesperson for all premium and luxury international activities of IE Business School.
 - Co-founded the Awards for Sustainable Premium & Luxury Entrepreneurship in 2011. Led three editions at IE in 2015, 2016 and 2017.
 - Initiated a global alliance with the Condé Nast Group for global research.
- SILVERCLOUD**, London, UK 2010 - 2013
Investment vehicle of Marwyn Management Partners investing in companies in the premium and luxury industry. Led the acquisition of Le Chateau, the leading French brand for premium rubber boots and rainwear.
Advisor & Partner
- CARRERA Y CARRERA**, Madrid, Spain 1997 - 2006
Leading Spanish premium jewellery brand established in 1886 with a presence in key markets in the US, Japan, and Europe.
Chief Executive Officer
- Led and coordinated the Management Buy-In of the company from 1998 to 1999 and the 3X exit in 2006.
 - Doubled sales, improving results from a loss in 2000 to a profit of 4M Euros in 2006.
 - Directed the re-launch of the brand including a new corporate strategy. Assembled a high performing team to implement the strategy while leading the financial turnaround and the cultural and organizational change required.
 - Developed an international strategy that expanded the company into 30 countries with 18 exclusive boutiques. The main markets included Japan, Russia, the US, the Middle East, and Europe.
 - Instituted a Product Design and Development strategy for new collections. Led the diversification of the brand's product portfolio in two lines of watches that represented ≈20% of sales.
 - Developed a Marketing and Communication strategy to build the renowned Spanish contemporary, luxury jewellery brand as the preferred choice of opinion leaders worldwide.
- LOEWE S.A.**, Madrid, Spain 1992 - 1997
Leading luxury goods house established in 1946 and now a part of the LVMH Group. Leader in Spain and Japan.
- Vice President, Leather, Silk & Fashion Accessories Division,** 1995 - 1997
Directed global merchandising, marketing, product development and manufacturing.

- VP, Loewe International, joint venture between Loewe SA and Louis Vuitton,** 1994 - 1995
- Led product development, communications and management of the team within the international network comprised of 68 stores, 33 in Japan and 25 in Southeast Asia.
- International Marketing Director,** 1993 - 1994
- Defined development programs for existing products and proposal for new initiatives. Coordinated and prepared material necessary for new product launches.
- Head of Strategic Planning,** 1992 - 1993
- Developed a new strategy, in conjunction with the CEO, and the programs necessary to execute. Subsequently coordinated the implementation of the new strategy.

THE FIRST NATIONAL BANK OF CHICAGO, Madrid, Spain 1988 -1990
Senior Financial Analyst

ENTREPRENEURIAL AFFILIATIONS

HARVARD ALUMNI NEW VENTURE COMPETITION, Boston, US 2019-Present
 Member of Jury Panel

EUROPEAN COMMISSION, Brussels 2018-Present
 Executive Agency for Small and Medium-sized Enterprises (EASME).
European Innovation Council expert and Jury Member
Green Deal Jury member

RISING TIDES EUROPE III, Luxemburg 2018-2021
 European Investment Initiative to empower more women to become angel investors.

RISING TIDES EUROPE II, Luxemburg 2017-2021
 European Investment Initiative to empower more women to become angel investors.
Founder, Deal Leader

RISING TIDES EUROPE I, Luxemburg 2015-2021
 European Investment Initiative to empower more women to become angel investors.
Founder, Deal Leader

GO BEYOND INVESTING, Zurich, Switzerland
 Early stage investment platform. Enables investors to build, manage and exit diversified portfolios of direct investments in young, fast growing start-ups. Managing Partner of Rising Tide initiative.
Angel investor and Deal Leader 2013-2015
Chair of the Board 2019-2021

SOUTH SUMMIT, Madrid, Spain 2011-2023
 Investor and start-up ecosystem annual gathering.
 The event of reference for southern countries including Mediterranean and Latam
Member Advisory Board

AWARDS & RECOGNITION

- Recipient,** Javier Benjumea Award, ICAI School of Engineering 2024
- Recipient,** Top Professor MBA, IE Business School 2017/2018/2019
- Recipient,** Honorary Top 100 women in Spain 2022. Top 10 experts and thinkers. 2017/2019
- Subject of IE Business School multimedia case:** “The Entrepreneurial Journey of a Manager” 2016
 in the academic area of entrepreneurship. Rated top entrepreneurship teaching material.
- Member, Investor Panel,** “Tu Oportunidad”, *Spanish Dragons Den*, Madrid, Spain 2013
 Television series featuring entrepreneurs pitching business ideas in order to secure investment finance from a panel of investors.
- Recipient,** The Best Women Executive in Spain Award by FEDEPE 2004

EDUCATION

CAMBRIDGE UNIVERSITY , Prince of Wales’s Business & Sustainability Program	April 2023
DEUSTO UNIVERSITY . “Programa Integral Unión Europea”	2022
HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION “Making Corporate boards more Effective”,	2018-2021
YPO SINGULARITY UNIVERSITY Program	2018
COLUMBIA BUSINESS SCHOOL , Executive Education, Digital Business Strategy	2018
HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION MBA. <i>Field study- Customer Loyalty</i> , Estee Lauder International, New York, NY, 1992 <i>Marketing Consultant to CEO</i> , Guggenheim Museum, New York, NY, 1991	1990-1992
ICAI, Technical School of Industrial Engineering (ICAI) , Madrid, Spain Universidad Pontificia de Comillas, Bachelor & Master of Engineering Degrees,	1982-1988

ACADEMIC AFFILIATIONS

IE BUSINESS SCHOOL , <i>Adjunct Professor, Premium & Luxury Entrepreneurship, MBA</i> Leads Annual program for SMU, Singapur Management University	2000 –Present 2010 - Present
<i>ECODA(European Voice of Board Members), European Board Diploma</i> <i>Lecturer: Shaping strategy from ESG perspective at the Board room</i>	2022- Present
<i>INCAE.Member of Advisory Board</i> , Centro de Liderazgo Colaborativo <i>Keynote speaker</i> , Conferencia de Presidentes & Advisory Board	2018-2023 2019-2022
<i>Associate Professor, MIT. Fashion & Retail Management Executive Program</i>	2018/2019
<i>Keynote speaker at ESADE</i> , CEO Academy	2009-2011
<i>Professor of Entrepreneurship, ISEM</i> , Fashion Business School, Madrid, Spain	2009-2017

PROFESSIONAL AFFILIATIONS, active

CLASSPAPER . Dedicated to culture, lifestyle and prestige goods. <i>Member of Editorial Advisory Board</i>	2023-Present
<i>Mentor “Women to Watch” program at PWC</i>	2017-Present
<i>Member of the Board, HARVARD CLUB of Spain, Vice Chair</i>	2017 -Present
<i>Co-Chair, Women Corporate Directors, WCD</i> . Co-founder Spanish Chapter,	2015-2019
<i>Mentor of EY program “Aprende con EYas”</i>	2022-2023

PROFESSIONAL AFFILIATIONS, past

Member, European Board, YPO (Young Presidents Organization) Madrid, Spain, 2007
Chair Madrid Chapter, 2005 – 2007

Vice President, Madrid **Board AED** (Asociación Española de Directivos), 2017

Member of the Jury, "Fuera de Serie" Awards, 2015-2022

Member of the Jury. SPAIN NATIONAL FASHION AWARDS, 2014

Member, Advisory Board, EMPRENDEX, Madrid, Spain, 2013 -2015

Advisor, ASHOKA SPAIN, Madrid, Spain, 2012-2015

Jury Member, VOGUE Annual Jewellery Awards, 2008-2012

Member, Executive Committee, IWF (International Women's Forum), 2010

Jury Member, HONG KONG TRADE ASSOCIATION, Annual Jewellery Design Award 2008

PUBLICATIONS

- Co-Author**, *"Talento femenino y sociedad civil. Testimonios desde el Circulo de Orellana"* Mar 2024
Editorial Eunsa
- Author**, *"Diversidad elemento clave para la innovación y la prosperidad"* Feb 2022
El Español
- Author**, *"Mujer emprendedora, un futuro marcado por el acceso al capital"*. Feb 2019
Revista Colegio Economistas
- Co-Author**, with Belen Romana *"What do Walmart, Amadeus and the NYT have in common?"* Dec 2017
Maize.com
- Co-Author & Co-Editor**, *Sustainable Luxury: Stories from the Pioneers II*, May 2016
Greenleaf Publishing (UK)
- Co-Author & Co-Editor**, *Sustainable Luxury: Stories from the Pioneers*, Greenleaf Publishing (UK) May 2014
- Director & Co-Author**, *Dictionary for Luxury and Responsibility*, LID Editorial, Madrid, Spain 2012
- Author**, *Secretos de Lujo*, LID Editorial, Madrid, Spain 2009
Inside Luxury, English edition, LID Publishing, Ltd., London, UK, 2010
- Writer**, Monthly Blog, *Forbes Magazine*, Mexico. 2013 – 2022

