



Luis Montes de Oca Arjona

Marketing Manager

Senior Marketing Leader with 20+ years of experience accelerating growth for multinational brands through strategic marketing, digital transformation and customer-centric initiatives. Proven expertise in brand building, business development, omnichannel marketing and team leadership. Combines strategic vision, analytical thinking and hands-on execution to deliver measurable business results and sustainable growth.

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SKILLS

Marketing Strategy

Brand Management

Product management

AI-Powered Marketing.

Business Development

Omnichannel Marketing

Stakeholder Management

Team Leadership

Digital Marketing

Customer Experience



LANGUAGES

German - C1 certificate

Full Professional Proficiency

English - C1 certificate

Full Professional Proficiency

Portuguese - B2 certificate

Professional Working Proficiency

Catalan - B2 certificate

Professional Working Proficiency

Spanish

Native or Bilingual Proficiency



WORK EXPERIENCE

Marketing Manager Iberia

Hansgrohe

Leading marketing strategy, brand growth, digital transformation and customer engagement for hansgrohe and AXOR across Iberia.

01/2014 - Present | Barcelona, España

Accomplishments / Tasks

- Defined and executed the integrated marketing strategy for hansgrohe and AXOR across Iberia, contributing to over 30% business growth while strengthening brand positioning and customer engagement
- Led the strategic positioning and differentiation of hansgrohe and AXOR across Iberia, aligning pricing, communication, trade marketing, contract specification and point-of-sale visibility strategies across a network of 1,200+ trade partners, 80+ retail and DIY locations, and key project stakeholders to strengthen brand equity, customer engagement and sustainable business growth
- Managed annual marketing budgets, ensuring effective resource allocation and maximizing ROI across digital, trade, communication and customer engagement activities
- Developed omnichannel marketing programs covering digital marketing, social media, communications, trade marketing, PR, sponsorships, events and customer experience initiatives
- Developed sales enablement and training programs for customers, partners and commercial teams
- Managed annual marketing budgets exceeding € 700K, ensuring effective resource allocation, maximizing ROI and leading a multidisciplinary team of up to 5 professionals.

Marketing & Communication Manager (Iberia & Chile)

SMA Solar Technology

Managed marketing and communications across Spain, Portugal and Chile, driving brand visibility, demand generation and engagement

01/2010 - 12/2013 | Barcelona, España

Accomplishments / Tasks

- Contributed to SMA's market leadership during a period in which Group revenues grew from €379M to €1.92Bn globally (2007-2010)
- Led PR, media relations and corporate communications within the renewable energy sector
- Managed digital marketing initiatives including SEO, SEM, website management, social media and content creation
- Coordinated trade fairs, customer events, training programs and sponsorship activities
- Contributed to the development of SMA Solar Academy, helping train more than 1,000 industry professionals

Junior Marketing Manager

SMA Solar Technology

Supported marketing operations, campaigns and customer engagement initiatives during a period of rapid industry growth

01/2007 - 01/2010 | Barcelona, Spain



ADDITIONAL EXPERIENCE

Shareholder & Marketing Advisor (Advisory Role)

ADAN Medical Innovation

Shareholder and marketing advisor supporting brand strategy, communications and market positioning during growth

01 2016 - 12 2025

Tasks

- Supported the company's early-stage growth as shareholder and strategic advisor
- Defined brand positioning and communication strategy

Business Developer (Advisory Role)

47 Degrees

Early-stage business developer supporting growth, partnerships and market expansion for a software consultancy.

01 2013 - 12 2013

Tasks

- Supported the company's early-stage growth through business development and market expansion initiatives
- Contributed to the early development of a consultancy that was later acquired by global technology group Xebia



ACHIEVEMENTS

Scholarship - Imagine Creativity Center Silicon Valley

Imagine Creativity Center

Program focused on innovation and entrepreneurship that aims to develop projects and initiatives that have an impact on the world and society.

07/2013

Global Marketing Project Award hansgrohe brand

Hansgrohe

09/2020

Global Marketing Project Award AXOR brand

AXOR

09/2018



EDUCATION

Master in Digital Business

ISDI - Higher School of Digital Business

Barcelona, Spain / 2018

Postgraduate Program in Marketing Mobile

Universitat de Barcelona

Barcelona, Spain / 2014

Post graduate Program in Product Management

EADA Business School

Barcelona, Spain / 2008

Entrepreneurship Program Imagine Silicon Valley

Imagine Creativity Center

Silicon Valley, California / 2013

European Master in Renewable Energies

EUREC- Carl Von Ossietzky Universität / CIRCE - Centro tecnológico

Oldenburg, Germany / 2005-2006

Erasmus Program

Carl Von Ossietzky Universität / 2003-2005

Environmental Science Bachelor Degree

Universidad de Cadiz / 1999-2005