



José Luis Ferrero

Head of Marketing Communications and Channel Marketing at Philips Lighting

Curriculum vitae

Responsible for the Marketing Communications and Channel Marketing team for the Professional and Consumer Channel in Spain and Portugal.

Developing Omnichannel strategies and Digitalizing the activity of Mkt in terms of Communication and Distribution Channels.

Experienced manager in B2B and B2C, responsible for Marketing and Sales activities in Online and Offline environments. Expert in remote work teams. Accustomed to working with people from different cultures and international teams.

Speaker at International events such as eDeal summit London, TeComm Romania and DMA 2013 in Chicago as well as national events such as The eShow, Webcongress, OMexpo and AECOC Electro.

Associate Professor of eCommerce and Digital Marketing at ICEMD / ESIC.

Visiting Professor of eCommerce at School of Business & Management, Shanghai International Studies University (SISU)

Founding member and Vice President of the Electronic Commerce Leaders Club.

Founding member of Anagam, National Association of Gamification and Digital Marketing.