Laureano Turienzo

Global Retail Manager Retail Institute Spain & Latam

CSA CELEBRITY SPEAKERS

Laureano Turienzo is a recognised expert in new commercial formats, disrupting retailers and forecasting retail trends. He is Chairman of the Retail Institute Spain & Latam and Professor at ESIC Business & Marketing School in Spain.

"A Global Expert in forecasting retail trends"

In detail

Laureano is author of one of the most followed blogs worldwide on retail trends and strategies. He frequently publishes press articles specialising in Spain, Latin America and United States on social media where he has tens of thousands of followers. Laureano is also frequently invited as a guest speaker at the main European and Latin American conferences and forums on retail. He collaborates with several companies and institutions developing their commercial strategy. Laureano has experience dealing with many multinational companies such as ExxonMobil and has been Senior Manager for many prestigious retail companies in Spain.

What he offers you

During his presentations, Laureano provides an analysis of current trends in retail worldwide and forecasts future retail trends. He explains with accuracy the revolution in consumer's habits and shares how to transform traditional business culture into an environment ready to compete intelligently in the e-commerce world.

How he presents

Laureano is an extraordinary sought after speaker at conferences all around the world with his professional experience in the retail field.

Topics

- Disruptive Retail
- Physical Retail Stores versus Digital
- Consumer Profiling
- The Future of Marketing in Retail
- Conquest of the Last Mile

Languages

He presents in Spanish.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he/she could bring to your event. ^How to book him/her?Simply phone or e-mail us.