



# 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"

#### Im Einzelnen

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.

#### Seine Vorträge

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.

#### Sein Vortragstil

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

#### Sprachen

He presents in Spanish.

#### Möchten Sie mehr erfahren?

Für ausführlichere Informationen rufen Sie uns bitte an oder schicken Sie uns eine E-Mail.

#### Wie können Sie den Redner buchen?

Per Telefon oder E-Mail.

#### Themen

Disruptive Retail

Physical Retail Stores versus Digital

Consumer Profiling

The Future of Marketing in Retail

Conquest of the Last Mile