

CURRÍCULUM

Inmaculada Reinoso Conesa

inmaculadareinoso@ucam.edu

Resume Summary

Inmaculada Reinoso is an expert in marketing and communication with over 12 years of experience working with Fortune 500 companies. She has built her career at leading multinationals such as Google and Inditex, managing operations across more than 25 markets including Spain, the UK/Ireland, Italy, the Nordics, Mexico, the USA, Benelux, Russia, Japan, and Korea.

She is currently a professor at UCAM, where she teaches subjects related to marketing, communication and innovation. Her international background allows her to bring a strategic and global perspective to the classroom, connecting theory with real-world business practice. She also collaborates with other top institutions such as IE Business School, EAE Business School, Loyola University, and UNIR.

Inmaculada is a frequent speaker at conferences on digital transformation, innovation, and technology in retail, and holds an Executive Master's in Corporate and Marketing Communication Management from IE Business School, as well as B.A. degrees in Journalism and Communication and English Studies and Translation from the University of Murcia.

Education

- Master's Degree in Marketing and Corporate Communication – IE Business School, Madrid, 2018
 - Program in Fashion Marketing and Communication – IED Istituto Europeo di Design, Madrid, 2019
 - Bachelor's Degree in Journalism – University of Murcia, 2012
 - Bachelor's Degree in English Studies – University of Murcia, 2010
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- ISEP Program – Marshall University, Huntington, USA, 2010
 - ERASMUS Program – University of Birmingham, UK, 2008

Teaching Experience

- Associate Professor, Master's in Fashion and Beauty Management. EAE Business School, Madrid. 2023 – Present
- Associate Professor, Master's in Marketing and Communication. UNIR, La Rioja. 2021 – Present
- Associate Professor, Master's in Fashion Business Management. Loyola University, Seville. 2021 – 2022
- Associate Professor, Mentor, and Coach, IMBA. IE Business School, Madrid. 2020 – Present

Research Areas

- Although she does not come from a traditional academic background, her professional career has developed over more than 12 years in high-demand and innovative environments such as Google, Inditex, and IE Business School. Her focus centers on the practical application of knowledge in areas like digital marketing, business transformation, brand strategy, and innovation in business models. These experiences have led to an interest in exploring how business and technology intersect to create real impact, guiding her research areas toward the intersection of business practice and the evolution of digital competencies in global contexts.

Publications

- Although she does not have traditional academic publications, her contribution to knowledge has focused on creating applied content, case studies, and developing teaching materials linked to her experience at leading companies such as Google, Inditex, and IE Business School. She has contributed to executive training initiatives, internal conferences, and strategic content related to digital marketing, business transformation, and innovation. Her approach is aimed at bringing real-world business knowledge into the classroom with a practical and up-to-date perspective.

Presentations and Lectures Delivered

- Inspiring Future: Fashion and Beauty Companies Seek Innovative Professionals Who Make an Impact. EAE Business School, Madrid. 2023
- The Future of Fast Fashion. Loyola University, Seville. 2022
- Fashion Companies Facing New Consumer Habits. UNIR, La Rioja. 2021
- Present and Future of Luxury Retail. ProBusiness Place, Madrid. 2021

Professional Experience

- Founder & CEO, Respira Project | Madrid. 2025 – Present
- Global Marketing and Communications Director, Glent Shoes | Madrid. 2021 – 2024
- Marketing and Communications Manager (Europe and Mediterranean), Tempe, Inditex Group | Alicante. 2017 – 2021
- Marketing and Communications Coordinator (Northern Europe), Google | Dublin. 2013 – 2017

Other mentions

- Best Marketing Performance in EMEA. Google, Dublin. 2017
- Winner of the IE Women's Scholarship Award. IE Business School, Madrid. 2017
- EMEA Marketing Coordinator of the Year. Google, Dublin. 2016
- Nominated for International Women's Day Award. Google, Dublin. 2016
- Helsinki Growth Summit Marketing Awards – Honorable Mention. Google, Dublin. 2015