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01 / PROFESSIONAL PROFILE

Héctor Garnacho Castaño

Commercial Management and Team Leadership
Business Management and Expansion



Profile

Professional in commercial and store management, with experience in team leadership, expansion, sales planning, and results monitoring. His career has developed in retail distribution, sports, and jewellery companies.

Professional Career

He has served as Multi Store Manager for Pandora at the El Corte Inglés centres of Sanchinarro, Pozuelo, and Princesa, joining in November 2018 and holding responsibility over three points of sale.

He was Store Manager for Adidas–Reebok for the Valadri Group (2016–2018), Director of the expansion area for the Adidas franchise of the Filos Consulting group (2015–2016), and District Manager for Adidas Group in the northern area (2015).

Between 2008 and 2014, he was responsible for Adidas–Reebok at El Corte Inglés Preciados–Sol. His prior experience includes serving as Section Manager at Sprinter, Store Manager at Fila Sport Ibérica, and performing commercial, warehousing, and store management duties at Sport Authority, Sport Disseny, and Twinner Sport (1998–2006).

Areas of Expertise

Commercial management · Team and store management · Expansion and opening of points of sale · Budgets and profit and loss accounts · Inventory management · Commercial training and customer service.

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02 / EDUCATION AND TRAINING

Management and Professional Training

Management Experience

Commercial planning, monitoring of sales and profitability indicators, and operating income statement oversight. Organisation of teams, schedules, and staffing requirements.

Purchasing management, budgets by category, stock, and inventories. Implementation and evaluation of commercial campaigns, space negotiation, and coordination with brands and clients.

Experience in product training and sales techniques, store openings, and the development of actions to improve commercial performance.

Management and Sales Training

Store Manager Training Program · Adidas Group
Planning, organisation, team development, and strategic actions · 2011

Staff Management and Time Planning
Adidas Group · 2013

Open2buy · Talentiam Retail HR Evolution
Adidas Group Iberia · 2012

Product and Sales Technique Trainer
Adidas Group – Concesiones ECI · 2010

Negotiation and Conflict Resolution
Talentiam · 2010; Jabary · 2009

Training Product and Sales
Adidas Group · 2009

Business Management and Administration
Sport Authority · 60 hours · 1998

Education and Tools

Teaching studies in Physical Education at the Escuela Universitaria de Oviedo (1992–1995), incomplete.

Training in Retail Pro (2016) and office IT applications (300 hours, 2000).

Languages

Galician: high level. English: elementary level. Portuguese: beginner level.