

Carla Casas Diego

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OPEN TO WORK · FREELANCE OR IN-HOUSE

AI ADOPTION & BUSINESS TRANSFORMATION · STRATEGIC MARKETING · LEARNING & LEADERSHIP

I spent thirteen years leading marketing and operations inside one footwear company, from launching e-commerce to running the business through crisis, sale and closure. That experience shaped how I understand strategy: the value proposition, customer experience and ways of working need to support one another. I then went back to study AI and turned it into a practice. Today I help teams identify useful applications, design hands-on learning and build the confidence to change how they work. I bring strategic marketing, AI adoption and leadership development together around real business challenges. A promise means little if the experience contradicts it. My work spans technology, travel, healthcare, fintech, logistics and consumer goods.

2024 01 · INDEPENDENT · BARCELONA

Present **AI Adoption & Enablement Consultant**

◆ I design AI adoption programmes around the work people already do: clarify the use case, document the workflow, design practical learning and follow adoption beyond the workshop. I have delivered 15+ workshops and AI-era leadership labs across 8 organisations, including Glovo, Amadeus and De'Longhi. At Glovo, I delivered a six-session leadership and communication engagement rated 5 out of 5 by participants, following a previous provider rated 3 out of 5.

I create AI-assisted products that help people practise and apply what they learn: The Feedback Room for Crowdcube, an employer-brand perception tool for Comertia and a team-energy diagnostic for De'Longhi. For Skymedic, I defined the use case and adoption approach for a CRM-connected Claude assistant delivered with a developer through Telegram, then ran the four-workshop adoption programme. My contribution connects the business need, the learning experience and practical use.

Co-founder · AYAM · 2025–2026 · leadwithayam.ai

I co-founded an AI-era leadership practice working with HR and L&D teams on communication, coaching and leadership development. I designed experiences combining practical exercises with AI-supported learning. Part of the work above was delivered through AYAM; I now continue the practice independently.

2011 02 · TIJUANA96 SL / PAIR OF SHOES SL · VIALIS & ARO · BARCELONA

2024 **E-commerce Manager · Marketing Director · Business Manager (de facto)**

◆ Thirteen years in a design-led footwear house that produced its own collections, wholesaled internationally and retailed through 12 own stores.

E-COMMERCE & DIGITAL TRANSFORMATION

I launched the company's first e-commerce platform and managed the external technology vendors behind the platform, a new ERP and the POS systems. I owned online sales end to end: inventory, pricing, logistics and content. The channel grew to over 40% of total company revenue.

CRISIS MANAGEMENT & RESTRUCTURING

Held brand stability through bankruptcy proceedings and an ERE, leading internal and external communications through store closures, layoffs and restructuring.

STRATEGIC MARKETING & BRAND EXPERIENCE

I connected brand and marketing decisions with the customer experience across e-commerce, stores and international distribution. I led teams across brand, creative, social and online sales, owned the annual marketing budget and managed international accounts. With my team, I led visual merchandising, in-store campaigns, store openings and retail concept updates.

BUSINESS MANAGEMENT & CLOSURE

Ran daily operations as Business Manager (de facto): full P&L across two brands, wholesale and retail, a HQ team of 25 plus retail staff across 12 stores, supplier negotiations and liquidity planning through COVID-19, then the sale of the brand and the company's orderly closure. Peak revenue €20M.

Buying & Merchandising



Buying, merchandising and market-trend analysis for a multibrand footwear retail group.

◇ EDUCATION

Postgraduate, AI & Machine Learning

University of Texas at Austin · 2025

LLMs, RAG and applied machine learning. Coursework projects: a RAG assistant on the Merck Manuals, computer vision, churn prediction and business-analysis models.

Executive MBA

ESADE Business School · 2017

Leadership development, organizational psychology, innovation management.

BSc Business Economics & Quantitative Methods

Pompeu Fabra University · 2010

Behavioural economics, financial modelling, strategic forecasting.

Postgraduate, Fashion Business Management

IDEC, Pompeu Fabra University · 2012

Big Data & AI Strategy

IESE Business School · 2018

Coaching, Emotional Intelligence & NLP

Deusto Salud · Completed 2026

Coaching relationships, emotional regulation and leadership; facilitating change and learning; programme design and follow-up. Applied to team development and supporting people through change.

◇ SKILLS & TOOLS

AI ADOPTION & ENABLEMENT

Use-case discovery & prioritisation · informal workflow documentation · AI literacy & learning design · coaching & mentoring · hands-on facilitation · change management · adoption tracking

AI-ASSISTED PRODUCT CREATION

Claude · ChatGPT · Gemini · OpenAI Codex · prompt systems · AI-assisted prototyping · workshop-support tools

STRATEGIC MARKETING & BUSINESS

Value proposition · brand positioning · customer experience · marketing strategy · P&L leadership · stakeholder alignment · international distribution

TRANSFORMATION & DELIVERY

Client scoping · developer collaboration · vendor management · executive communication · e-commerce, ERP & POS transformation · team leadership

◇ LANGUAGES

Spanish & Catalan native · English C1, fluent · Italian B1