

PEPE VILLAVERDE

Brand & Creative Leadership

“I build love brands people recognise themselves in”.

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I build love brands — brands people don’t just buy, but recognise themselves in. That starts with finding what makes a brand genuinely distinctive, then having the discipline to lead that direction consistently, year after year, rather than reinventing it with every campaign.

My path — agencies, global brands, my own company, startups — has shaped a way of working that’s comfortable with ambiguity and instinctively looks for the real challenge underneath the brief, not just the one that’s been written down. That instinct has been tested at very different scales: from helping startups turn raw ambition into market reality, to leading brand and customer experience change at Board level across global and EMEA markets during seven years at Hunkemöller.

What stays constant across both is the belief that a brand only earns love when its positioning, its people, and its systems all tell the same story — and that the hardest, most important work is making sure they keep telling it as the brand grows.

AMSTERDAM BASED / EU PASSPORT / EMEA - AMER - LATAM - APAC

MAR 2019 / NOW

BRAND STRATEGY & LEADERSHIP

CREATIVE DIRECTOR & GLOBAL HEAD OF CREATIVE

hunkemöller
↓
HUNKEMÖLLER

Brand Strategy & Positioning
Integrated Brand & Communications
Customer & Brand Experience
Brand Systems & Capability Building
Purpose & Sustainability

C-Suite Partnership & Influence
Enterprise Strategy & Planning
Brand Vision & Direction
Operational Governance
Studio Budget Management
Media Investment Strategy
Talent Development & Coaching

Awards:
LA Fashion Festival — LAFF 2020
Doutzen Stories by Hunkemöller
Winner
Direction & Retail innovation

New York Fashion Festival
Doutzen Stories by Hunkemöller
Nominated
Direction

Executive-level responsibility for global brand strategy, positioning, and customer experience at Hunkemöller — partnering with the CMO and executive leadership to own the brand house, narrative, and identity system across markets, channels, and customer journeys.

Strategic leadership & brand ownership

- Co-led the global brand repositioning with the CMO, redefining the brand house, brand narrative, and visual identity to stand for diversity, inclusivity, and female empowerment across all markets.
- Led the development of the new brand identity system, including logo redesign, brand architecture, and full identity toolkit, ensuring consistency across physical retail, eCommerce, CRM, and communications.
- Acted as senior brand counterpart to CRM and digital leadership, shaping target personas, loyalty strategy, and brand-led customer journeys.

Marketing strategy, planning & governance

- Co-owned the annual marketing and brand planning process with the CMO, defining the overarching yearly brand narrative, campaign priorities, and strategic focus areas across markets.
- Shaped campaign strategy and messaging frameworks, aligning brand direction, commercial goals, and customer relevance, and presented the consolidated plan to the Board and senior leadership.
- Established and governed a company-wide Campaign-to-Launch process, defining timing, responsibilities, and approval flows across design, buying, marketing, and brand teams — later adopted as the foundation for digital workflow tools.
- Managed the studio budget directly and served as the senior commercial voice on campaign investment — advising on campaign scale, production cost, and media weight distribution across channels.

Creative & brand transformation

- Defined and governed the long-term creative and brand vision, steering the organisation’s transition from a campaign-led model to a strategic, always-on, digitally mature brand ecosystem across 180+ integrated campaigns in EMEA, India, China, and the Americas.
- Redesigned the end-to-end eCommerce journey, balancing brand storytelling with performance and driving conversion gains, with key product perception attributes improving from an average score of 4.3 to 7.2.

Operating model & AI-driven execution

- Diagnosed a structural scaling problem — micro-targeting demands had multiplied asset volume sixfold without corresponding headcount — and built an in-house AI-enabled production system using a modular, layered asset structure, allowing full campaign sets to regenerate from a single spec change.
- Scaled output from 24,000 to 65,000+ assets annually with the same team of 5, restructured from digital designers into AI-augmented producers, while cutting full campaign turnaround (4,000+ assets) to 8 hours with no disruption to the existing pipeline.

Team Leadership

- Led and developed a multidisciplinary team of 17 (Art Directors, Designers, Copywriters, Editors, Digital and DTP), recognised as the best-valued and most proactive team within Marketing.
- Mentored emerging talent across the organisation and delivered internal keynotes on insight development, brand strategy, and creative process.
- Represented Hunkemöller as brand spokesperson at company and industry events, including a keynote to 1,500+ attendees on the brand’s new direction and differentiation at WomanNow, and was invited to participate in executive strategy offsites as brand leadership representation.

Purpose, sustainability & responsible brand building

- Launched and led the sustainability and CSR umbrella programme “Together Tomorrow,” embedding sustainability into brand strategy and communication, and drove a 62% reduction in packaging waste over five years.
- Led company-wide adoption of new EU sustainability and CSR legislation governing iconography, tagging, and visibility requirements, implementing compliance across packaging and all digital channels under his direct ownership.

+20
YEARS IN
BUILDING & LEADING BRANDS
ACROSS CRAFT, SCALE,
AND TRANSFORMATION

BA
ADVERTISING
MARKETING
& COMMUNICATIONS

MA
BRAND STRATEGY &
INTEGRATED COMMUNICATIONS

SPANISH
● ● ● ● ●
ENGLISH
● ● ● ● ●
C2 PROFESSIONAL PROFICIENCY

DUTCH
● ● ● ● ●

ITALIAN
● ● ● ● ●

SPEAKER / KEYNOTE
PRESENTATIONS

AMFI
Amsterdam Fashion
Academy

Smart Start Up

Creative Mornings

Fontys University



AWWWARDS



SPINAWARDS

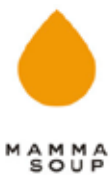




SEPT 2013 / MAR 2019

Founder, Brand & Strategy Director

Brand Strategy, Positioning & Go-to-Market



Brand Strategy
Brand Positioning
Go-to-Market
Customer Experience
Digital & Omnichannel
Consumer Insight (Gen Z & Millennials)
Brand Systems

Founder Leadership
C-Suite Partnership
Strategic Planning
Governance
Cross-Functional Direction
Team Development
Capability Building

Founded and led an independent brand and strategy boutique, partnering with CMOs, Product Directors, CEOs, and founders to shape brand positioning, customer experience, and go-to-market strategy across consumer, lifestyle, and retail businesses — operating both as strategic advisor and, with select clients, through to execution.

Led brand positioning, global strategy, and campaign direction for Tommy Hilfiger, Hilfiger Denim, Diesel, De Bijenkorf, Satorisan, Sepiia, and Coolcat — work spanning global campaigns, digital and omnichannel strategy, and full rebranding and repositioning, often during periods of significant growth ambition for the brand. Also led global rebranding and brand strategy for Twona (AI technology) and digital and social strategy for A Fish Named Fred (fashion).

Acted as strategic advisor to AHOLD and Jamie Oliver on Millennial and Gen Z market strategy across retail formula, digital channels, and loyalty proposition. With Tommy Hilfiger, Sepiia, and Satorisan, worked strategy-through-execution — including a digital strategy proposal for Tommy Hilfiger and full Concept-to-Launch process design for Satorisan and Sepiia. Advised early-stage founders through a Netherlands startup accelerator on product validation, brand positioning, and go-to-market feasibility.



D&AD
x9 young blood pencils
AMFI mentorship



FWA
Site of the Day
Hilfiger Denim
Satorisan

AWWWARDS

Awwwards
Site of the Day
Satorisan



SPINAWARDS

Spin Awards
Hilfiger Denim



DIESEL

HILFIGER
DENIM



CALVIN KLEIN

adidas



sepiia

COOLCAT®



Ahold

Jamie Oliver
GROUP

SIDE PROJECTS



Brands & Identity
Mentor
External Lecturer
AMFI

2015 - NOW

Mentoring and Advicing the
new Fashion Branding
Generation

AMFI is ranked 5th Fashion
School
World Wide

Awards
9 D&AD Young Blood



Highlights Brand Projects



Diesel -
Eyewear Campaign
2018
EMEA

In-store, franchises, Digital, Social
Reach: **57 Mill** • ER **4,8% / 2.78 Mill**



deBijenkorf -
Fashion Exchange
2018
BENELUX

In-store, Windows, OOH, Digital Social
Brand Sustainability Perception **4.3 to 7.9**
Brand Awareness **+225%**
Brand Luxury Perception **5.4 to 8.3**
Luxury Awareness **+240%** on Asian Travel Audiences
175K to 255K+ Downloads in one year



Diesel -
Watches Campaign
2018
EMEA/APAC/AMER

In-store, franchises, OOH, Digital, Social
Reach: **131 Mill** ER **5,3% / 6.9 Mill**

Brand Manager
Creative Director
Flavourspace

2014 - NOW

Driving B2B and B2C
Brand strategy
Leading App Journey
and Experience

Partnering with
Weinstein
Ahold
Phillips
Jamie Oliver Media
Unilever Food Solutions

Flavourspace is an AI
driven engine that
learns about flavours
and taste relationships,
making and bringing
new options to human
cousine

Creative Director



Branding
Leadership
C-suite relationship
B2B2C & B2C Coms
Licensee
International collabs
EMEA - AMER

Leading internal and external creative teams and talents on several global projects
for **TOMMY HILFIGER HQ EMEA**

Projects:

Tommy x Rafa Nadal - Campaign & Activations Com - EMEA
Tommy x Vetements - Branding and Global packaging.
Home Collection - Campaign, Packaging, VM - EMEA & AMER
Tommy Now - Speed360.
Womenswear digital Trends & Strategy.
Integration of new strategies on the omnichannel funnel.

AUG 2015 / AUG 2016

FREELANCE

Creative Director

JWT **RETAIL**



Branding
Strategy & Concepts
Leadership
C-suite relationship
B2C Coms
Digital + ecom
CRM

Leading internal and outsourced teams, working on different
digital projects and communication strategies (Commercials, On & Off)
for leading Benelux Wholesale Retailer **deBijenkorf**. Hudson Bay &

Projects:

Strategy & Communications.
360 campaigns and e-com activations.
Digital product performance.
International pitching

deBijenkorf

HUDSON'S BAY

DEC 2013 / JUL 2015

FREELANCE

Creative Director

isobar

Branding
Strategy & Concepts
Leadership
C-suite relationship
B2C Coms
Digital + ecom

Working on different digital projects and communication strategies
for leading Benelux Wholesale Retailer **deBijenkorf**

Projects:

Strategy & Communications.
Cross media campaigns (ATL/BTL) and e-com activations.
Most downloaded fashion app Benelux.
Inspire and lifestyle trends.

deBijenkorf

JUL 2014 / SEPT 2014

FREELANCE

Creative Director Design Director

JWT

Strategy & Concepts
Leadership
B2C Coms
Omnichannel
Retail

Leading and inspiring the JWT creative teams on Internatinal Pitches
and On-going campaigns Clients: Tuborg/Casberg, Ziggo, Vredestein

Projects:

Strategy & Communications.
Cross media campaigns (ATL/BTL) - e-com activations.
International Pitching.
Inspire and lifestyle trends.

TUBORG

Ziggo

VREDESTEIN
TYRES

JUL 2014

FREELANCE

Design Director

GREY **POSSIBLE**

Concept
Leadership
B2C Coms
Digital & Experience

Lead the Design Team, building an inspiring digital communication
and experiential campaign for Unilever (Axe Black).

Projects:

Digital + Experiential
Activations
Inspire and lifestyle trends

AXE

FEB 2014

FREELANCE

Creative Director

strawberryfrog

Concept
Leadership
B2C Communications
Digital & Experience

Creative Director for New Business new market accounts.
International Pitches. Clients: Tourism Turkey, Pampers.

Projects:

Digital + Experiential
Activations
Inspire and lifestyle trends

Turkey

Pampers

JUN 2013 / JUL 2013

MAY 2013 / APR 2013

FREELANCE

Sr. Art Director

DDB®



Concept
B2C Communications
Digital & Experience

Sr Art Director for Tribal DDB: Off / On & Omnichannel
Adidas WK brazil 2014 Pitch.

Projects:

Digital + Experiential
Activations
Inspire and lifestyle trends

adidas



AWWWARDS



SPINAWARDS

