

Jose Luis Loren

Data & Analytics Executive

Customer Intelligence, Digital Growth & Analytics Transformation | Building Decision-Driven Organizations

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EXECUTIVE PROFILE

Business-oriented Data & Analytics executive with extensive experience leading analytics transformation in complex, multi-market organizations. Transforms fragmented reporting and data capabilities into scalable decision-support functions that improve customer, commercial, product, and operational decisions.

Experienced in building international analytics teams, defining operating models, modernizing measurement platforms, establishing governance, and embedding analytics into business decision-making across e-commerce, retail, digital products, marketing, CRM, UX, and technology functions.

SELECTED LEADERSHIP IMPACT

- Leads Digital Analytics across nine European markets in a multi-country e-commerce environment.
- Built and developed international analytics teams and matrix operating models.
- Led the migration from Adobe Analytics to Amplitude and the rollout of server-side tracking across web and app platforms.
- Introduced a decision-based analytics approach centered on business questions, decisions, outcomes, and measurable impact.
- Established analytics standards across more than 25 online stores and led regional digital analytics across Europe, Russia, India, and Africa.

CORE EXPERTISE

Strategy & transformation: Data & Analytics Strategy | Analytics Transformation | Decision Intelligence | AI-Enabled Decision Support

Customer & growth: Customer Intelligence | Digital Growth | E-commerce, Product & Marketing Analytics | Journey & Funnel Optimization

Operating model: Measurement Strategy | KPI Frameworks | Data Governance | Self-Service Analytics | Platform Transformation

Leadership: International & Matrix Leadership | Team Building | Organizational Change | Executive Stakeholder Management

PROFESSIONAL EXPERIENCE

Head of Data & Analytics

Dec 2022 - Present

Fressnapf Holding SE | Krefeld, Germany | Hybrid

- Lead Digital Analytics across nine European markets, covering e-commerce web and app platforms and supporting customer, product, marketing, commercial, and operational decisions.
- Built and developed an international analytics team and matrix operating model, defining roles, priorities, ways of working, and stakeholder interfaces.
- Define measurement strategy, governance, KPI standards, and self-service principles to improve consistency, trust, and decision readiness across markets.
- Lead the transformation of analytics technology and measurement, including the migration from Adobe Analytics to Amplitude and the rollout of server-side tracking across platforms and markets.
- Introduced a decision-based analytics approach that reframes reporting requests around business questions, decisions, expected outcomes, and measurable impact.
- Partner with E-commerce, Product, Marketing, CRM, UX, IT, Web and App Operations, and local market teams; manage business cases, vendors, implementation, migration, training, and adoption to turn technology investments into sustainable business capabilities.

PROFESSIONAL EXPERIENCE

Team Lead Digital Insights

Sep 2020 - Nov 2022

zooplus | Munich, Germany | Hybrid

- Led a digital analytics team with full functional and disciplinary responsibility, supporting multiple business units and more than 25 online stores.
- Directed analysis of customer behavior, digital journeys, conversion funnels, audience segments, and product and feature performance across web and app platforms.
- Partnered with Product, Marketing, UX, CRM, commercial, and implementation teams to translate business questions into measurement frameworks, analysis, and actionable recommendations.
- Strengthened analytics maturity through structured training, power-user development, mentoring, self-service adoption, and consistent tracking, KPI definitions, and analytics standards across markets.

Regional Digital Analytics Lead, Europe, Russia, India and Africa

Oct 2015 - Feb 2020

Amway | Munich, Germany | On-site

- Led regional digital analytics across Europe, Russia, India, and Africa, with responsibility for team leadership, multi-market delivery, and stakeholder coordination.
- Defined measurement strategies, KPI frameworks, performance targets, and reporting standards with regional and local market teams.
- Directed the rollout and adoption of digital analytics across dozens of e-commerce websites and mobile applications, improving consistency, comparability, and reuse across markets.
- Partnered with regional stakeholders and the global Analytics Center of Excellence to standardize methods, align metrics, scale analytical approaches, and build analytics capability across countries.

EARLIER EXPERIENCE

Web Analytics Consultant | Freelance

Sep 2014 - Sep 2015

Spain and Germany. Advised organizations on measurement strategy, KPI frameworks, customer journeys, conversion, and digital performance.

Web Analyst | FELD M

Sep 2012 - Aug 2014

Munich. Delivered multi-market analysis of digital performance and marketing campaigns.

Web Analyst | Fundacion Ecologia y Desarrollo

May 2012 - Jul 2014

Spain. Defined measurement strategies, analytics requirements, reporting, and actionable analysis.

Owner | Universo Sibarita, Gourmet Retailer

Apr 2010 - May 2012

Spain. Founded and managed a digital retail business covering strategy, operations, acquisition, and commercial performance.

ERP Consultant | ADA Computer

May 2007 - May 2010

Spain. Supported ERP implementations, process analysis, configuration, testing, enablement, and adoption.

EDUCATION

IMD

AI Strategy and Implementation: Enterprise Transformation

MIT Professional Education

Blended Professional Certificate in Chief Product Officer

IMD

Advanced Leadership

CESTE Centro Universitario

Executive MBA; Expert in Organization and Information Systems; Business Administration

Universidad Rey Juan Carlos

Master in Applied Statistics with R

Universidad Nebrija

Master in Machine Learning with R

The University of British Columbia

Award of Achievement in Web/Digital Analytics

SELECTED CERTIFICATIONS

- Generative AI for Executives and Business Leaders Specialization, IBM
- Leadership in Innovation, MIT Professional Education
- Data Science for Business, Business Science
- Program in Artificial Intelligence, thePower

LANGUAGES

Spanish: Native proficiency

English: Full professional proficiency

German: Intermediate professional proficiency