



# Toño Jimeno.

Strategic design &  
innovation leader

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## about

I build and scale product organisations, innovation networks and new ventures, from zero to global scale.

18+ years across retail, fintech, FMCG, banking and insurance, in Europe, Latin America and Asia.

## education

2013 - 2014

IE Business School  
International MBA, IE  
Foundation Scholarship

2003 - 2008

Universidad del Pacífico  
Bachelor in Business  
Administration, upper third

## skills

Strategic design  
Innovation Strategy  
Organizational design  
Design Leadership  
Venture Building  
Service Design  
Business Design  
Experimentation  
Generative AI & innovation

## work experience

### IKEA (Ingka Group)

#### Xplore Studios Leader - Strategy & Development

Oct 25 - Aug 26

- Conceptualizing, setting up and scaling a decentralized global network of innovation and exploration teams, named Xplore Studios, looking to de-risk the future of IKEA through strategic explorations across high-impact opportunity spaces
- Managed to **reduce setup time by 50%** by codifying and orchestrating all streams of work (strategic direction, implementation, recruiting and launch).
- Designing and implementing Strategic Design experimentation approach: frameworks, tools and setup for prototyping and contextual user testing, aiming to **accelerate concepts from 18 months to 18 weeks**, leveraging generative AI as part of an enhanced innovation process.
- Establish and lead the teams and spaces across all **3 Xplore Studio locations (Barcelona, Copenhagen and Seoul)**: location definition, space design and setup, team allocation, project prioritization and governance, market activation and ecosystem engagement through strategic partnerships (Tech accelerators, Startups, Academia, among others) and open innovation.

#### Head of Global Experience Lab - Group Digital

Jul 23 - Sep 25

- Managing the [Global Experience Lab \(xLab\)](#), a collaborative retail experimentation sandbox for Digital Product teams where we explore new ideas, concepts, and technologies that can play a big role in creating a seamless and consistent in-store CX at IKEA, blending the finest aspects of both the physical and digital realms.
- Shaping the vision, strategy and value proposition for the xLab, developing the business case for scaling the concept globally.
- Creating and deploying processes and guidelines for in-store experimentation, supporting product discovery for digital product teams in an iterative and agile way.
- Managing all operations, budgeting, purchasing, recruiting, and logistics.
- **Main Achievements:** **Reduce 10x cost** of running research efforts, **+500 FTE hours saved annually** by streamlining research and prototyping processes, **improve user research quality** (95% vs. 78% from alternative methods), **+20 teams supported** and **+80 experiments conducted**, product demos, corporate visits, proof of concepts, etc.

### Designit

#### Global Strategy Director - EU Solutions Strategy

Sep 21 - Jun 23

- Shaping and defining the global strategy for the firm, along the Global Leadership Team.
- Lead and run strategic initiatives across all Designit operations (US, EU & APAC)
- Lead and orchestrate the Strategic Planning process for all regions.
- Explore and experiment with new organizational models that can boost the achievement of the firm's business goals.
- Crafting and leading the go-to-market strategy for sustainability offerings across all EU studios.
- Supporting business development efforts on new and existing clients around sustainability throughout the funnel, from presenting credentials to scoping and pitching project proposals.
- Direct support for the Madrid studio on business development efforts, beyond sustainability.
- Aligning and nurturing a way of working practice between Wipro (mother company) and Designit around the sustainability practice.

## talks

### Speaker

Diverse forums and events  
(i.e. [SXSW 2019](#), [Congreso DEC](#), 2026)

### Lecturer

- ELISAVA - [Master in Business Design](#) (2026)
- UTEC Lean UX and Service Design (2016 to 2018)

### Mentorship

[Endeavor](#) mentor network since 2018, guiding startups on value creation, service design and experimentation.

## other courses

### IDEO U

Human-Centered Systems  
Thinking, 2022

### Harvard DCE

Managing Yourself and Leading Others, 2016

### LUMA Institute

Human-Centered Design, 2013

## work experience

### InterCorp - La Victoria Lab

Design Director - Business Transformation Portfolio Mar 19 - Aug 21

- Partnered with senior leaders across Grupo InterCorp's +30 companies (banking, retail, education, healthcare and more) to unlock innovation and build digital-era capabilities.
- Led strategic projects to drive organizational change, remove cultural and technical blockers and scale transformation plans.
- Coached top executives to adopt new mindsets and agile ways of working, while supporting their innovation strategies on pursuing new business opportunities.
- Led the innovation lab's talent agenda, attracting and developing digital talent to take on the group's most ambitious challenges.
- Main projects: [New Ways of Work movement](#), Business Transformation Portfolio, Promart's new city format concept (Home Improvement retail stores), Redesigning LVL's support system, LVL's talent growth strategy, Opportunity engine for LVL, C-level advisory and guidance on innovation and transformation.

### Credicorp - Krealo

Head of Design - Venture Building

Apr 18 - Feb 19

- Leading the Strategic Design practice for the company builder and its ventures, one of the main pillars for new venture creation.
- Built zero-to-one roadmaps with teams in order to conceptualize and build 2 new fintechs for Chilean and Colombian markets.
- Structuring a design team in charge of leading problem definition and conceptualization phases, defining our own human-centered venture building process and methodology. This includes working side-by-side with venture product teams to consolidate a way of working, accelerate product time-to-market, and achieve goals.
- Oversee concept definitions, product roadmapping and work prioritisation on agile teams, articulating the work across product owners, designers, full-stack developers.
- Organizational Design basis for the company builder: shared services role definition, recruiting and onboarding process, culture generation and fostering, definition of internal capabilities, and vendor scouting and selection for venture implementation phases.
- Main projects: Concepting, MVP definition, Product Roadmapping, and Organizational Design on [Tenpo](#) (Chile) and [Tyba](#) (Colombia). Revamping [Culqi's](#) post-acquisition strategy (Peru).

### Designit

Strategic Design Director LatAm

Jan 15 - Apr 18

- Leading the firm's Business Development strategy in Latin America, the latest but fastest-growing region in terms of revenue & consulting projects ([read more here](#)).
- Established in late 2015 the first LATAM firm office in Medellín (**team +16 designers, +1.2 M EUR annual revenue**) collaborating together on diverse strategic design and innovation projects in Colombia, Panama and Peru.
- Established in late 2016 the newest firm office in Lima (**team +11 designers, 0.8M EUR annual revenue**), aiming to deliver innovation and digital transformation projects for top FMCG, construction, banking, and insurance companies. Overachieved yearly revenue goals in the first 10 months of operation (+130% year-to-date), while generating local brand awareness, building up a top creative design team and consolidating client relationships in diversified industries.
- Main collaborations: Pacífico Seguros (innovation lab organizational design + diverse digital transformation projects), [Mibanco \(future vision project\)](#), Bancolombia (new venture building and organizational design - [Nequi](#) with currently more than +30M users), Cementos Pacasmayo (new business models for uncovered segments), BCP (experimental service design lab), [The Coca-Cola Company \(5-year innovation plan for Inca Kola brand\)](#), Credicorp (neobank venture creation).

## languages

- Spanish, native
- English, advanced (TOEFL 101)

## earlier work

### Designit

#### MBA Summer Intern - Business & Service Design

Jun 14 - Aug 24

Collaborated actively in different projects through the whole design consultancy process, mainly on tasks regarding Business Model Generation, Consumer and Market Research, Strategic Design & Lean Startup approaches, Co-creation Workshops, Customer Journey and Value Proposition definition, Service Prototyping and Validation, among other methodologies in the Design scope for clients of diverse sectors like Health Care, Retail, Telco and Government.

### LATAM Airlines

#### Award Manager - Loyalty Program Peru

Oct 11 - Jul 13

- Led the Revenue Management strategy of the airline's loyalty program (named LANPASS) in Peru, generating in the last 12 months **9.5M US\$ of revenue for the company (+100% growth vs. the year before)**.
- Domestic "LASER" project 2013: researched and developed a new pricing strategy for the Domestic business unit to accelerate redemption levels and increase LANPASS income, accomplishing **110% extra passengers**.
- Developed **new commercial campaigns that reached up to 300% ROI**, especially by redefining customer segmentation on direct marketing communications and focusing on digital marketing advertising.
- Granted the *Sales & Marketing Leadership Award 2011* and the *Responsibility and Commitment 2012*, as recognition for outstanding job performance in the last years.

#### Senior Analyst - Loyalty Program Peru

Aug 09 - Sep 11

- Defined marketing plan for revenue management campaigns, managing a 400k US\$ budget exclusively for branding actions, campaign management and CRM events for the top-tier members of the loyalty program.
- Implemented alternative new member affiliation campaigns, increasing member population in 2010 vs. 2009 in 220,000 members (**+90,000 members vs. target**).
- **New award redemption platform**: participated in the team in charge of redefining the redemption process, improving awards availability and generating **46% more awards** in the first year after launch.

#### Commercial Analyst - Sales Direct Channels

Sep 08 - Jul 09

- Defined marketing plan for revenue management campaigns, managing a 400k US\$ budget exclusively for branding actions, campaign management and CRM events for the top-tier members of the loyalty program.
- Implemented alternative new member affiliation campaigns, increasing member population in 2010 vs. 2009 in 220,000 members (**+90,000 members vs. target**).
- **New award redemption platform**: participated in the team in charge of redefining the redemption process, improving awards availability and generating **46% more awards** in the first year after launch.