

# IGNACIO GOÑI

CMO | ENTREPRENEUR | WRITER

## CONTACT

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Madrid (Spain)

## EDUCATION

### Master - Gaming & Esports Business Development ESIC Business & Marketing School

Feb 2020 - Apr 2020

### Master - Digital Business (MDB+) The Valley Digital Business School

Oct 2015 - Jul 2016

### Master - Materials and Manufacturing Engineering Universidad Pública de Navarra

Sep 2006 - Jun 2007

### Bachelor of Mechanical Engineering Universidad Pública de Navarra

Sep 2000 - Sep 2004

## PROFESSOR

### Camilo José Cela University (UCJC)

Nov 2023 - Mar 2024

AI and Marketing.

### The Core School

Feb 2020

Marketing, Funnels & Luxury in Esports.

## LANGUAGES

English - Full professional proficiency

Spanish - Native or bilingual proficiency

## PROFILE

Hi, I'm Ignacio, a blend of engineer and marketer. My journey began in aeronautics as a Mechanical Engineer, where I honed analytical skills. In 2012, I transitioned into digital marketing and have driven growth and innovation since.

Over the past decade, I've held roles like Sr. Account Manager, Data Analyst, Project Manager, Paid Media Director, Head of Growth, and CMO. Each role enhanced my ability to merge data-driven principles with marketing creativity. I thrive on leading teams, fostering collaboration, and nurturing ideas.

Now, I'm focusing on entrepreneurship with YAMATO Digital, a venture that keeps me innovating daily. I also share insights on marketing, AI, and business through Pulso Diario, my daily newsletter.

Fluent in English and Spanish, I've spoken at LinkedIn Education Events and lectured at Universidad Camilo José Cela. I'm passionate about AI's role in transforming marketing and redefining how businesses connect with audiences.

My mission is to merge engineering precision with marketing creativity.

## WORK EXPERIENCE

### Founder

YAMATO  
Jan 2024 - Present

### Founder

Pulso Diario Newsletter  
Jan 2024 - Present

### CMO

Clibrain AI  
Jul 2023 - Jan 2024

### CMO

Clidrive  
Nov 2022 - Jul 2023

### Global Digital Marketing Manager

Streamloots  
Jan 2022 - Nov 2022

### Global Digital Marketing Manager

LOEWE  
Jan 2018 - Jan 2022

### Paid Media Director

Product School  
Jul 2016 - Jan 2018

### Digital Project Manager | Sr. Account Manager | Data Analyst

JOT Internet Media  
Apr 2012 - Jul 2016

### Mechanical Engineer (Aviation & Aerospace)

MTorres Group (Airbus, Boeing, Northrop Grumman...)  
Feb 2005 - Apr 2012