ORIOL GUITART BUSINESS ADVISOR

BUSINESS FIRST. TECHNOLOGY FOLLOWS.

Companies don’t hire executives.

They hire solutions to problems they haven’t been able to solve.

From diagnosis to execution: strategy, marketing, teams and digital products.

I help companies grow revenue by finding where value is being lost, designing what has to change, and building the tools and processes to make it work.



Oriol Guitart Business Advisor

Master’s Director and Executive MBA lecturer · oriolguitart.com



01 Why an advisor

The engagement does not end with the recommendation

Companies hire solutions to problems they have not been able to solve. That asks for more than a report.

The consultant

Comes in to solve a defined problem. The scope is fixed, the recommendation is delivered, and the engagement closes.

The business advisor

Stays with the business over time. Knows the sector and the goals, and keeps working through what comes after the recommendation.

The whole cycle

Strategy, execution and the follow-through afterward. That complete path delivers the immediate goal and sustains growth over the long term.

WHERE THAT EXPERIENCE COMES FROM

Retail · Industry · Insurance · Children’s fashion · Music · Sports and entertainment · Legal tech · Dental equipment

Over 25 years · B2B and B2C · From startup to large corporation · CMO and C-level positions inside the company

Business first, technology follows. **The tool, the campaign or the team comes after the diagnosis, never before it.**

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02 Services

Three services that run on their own or inside a wider plan

Each one covers the full path: the diagnosis, the design and the execution afterward.

Fractional CMO

Top-level strategic marketing leadership on a part-time basis. Strategy, execution and the follow-through afterward, without the cost of a full-time executive.

In-company trainer

Training programs that raise a team's competencies, skills and performance, built around the way the company actually works.

Digital product builder

Calculators, simulators and dashboards built around how your company actually works, from the first diagnosis to the live product.

The three combine. A fractional CMO engagement often ends up building the tool the team was missing, and **the team that will keep using it afterward.**

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03 More ways to work together

Three more ways I work with companies

From the early stage to the team and the classroom.

Startup accelerator

I have boosted a legal tech startup with an AI-powered digital product. From pivoting to persevering, to rebuilding and executing a mid and long term strategy.

Team development

Seek, find and onboard. Putting the right people to work in the right direction, synchronized and accurate. It sounds easy, and it is the hardest part.

Lecturer and speaker

Over 1,500 lecturing hours with my own original case studies, on Executive MBA and master's programs at ESIC Business School, Universitat de Barcelona and ESADE Business School.

The classroom feeds the practice. **The frameworks I teach are the ones I use with clients, and the cases are my own.**

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04 The framework

The Business Impact Framework

Four stages, in the same sequence, whatever the size of the engagement.

1. **Diagnose**
   Market and business analysis, data review and conversations across the organization, to find where value is being lost and where it can grow.

2. **Design**
   Strategy, revenue model, processes and organization, matched to the assets and the team each company already has.

3. **Build**
   Custom digital tools, redesigned processes, campaigns and teams. AI when it removes a real friction.

4. **Run**
   Leading execution, supporting the team and measuring against the goals set.

Most engagements start at stage one. **The diagnosis decides what the other three look like.**

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05 Case studies

Hospitality and children’s fashion

Four engagements in four industries. These two started with a diagnosis and ended with processes and a team able to keep them running.



JAZZ|BCN Apartments

Hospitality · Barcelona

RevPAR up 20% and a higher average daily rate.

The website became a real sales channel: **2.5% of all transactions.**



Vertbaudet Spain

Children’s fashion · Spain

A 360 degree brand scan found the brake: **trust before the first purchase.**

Omnichannel, influencer strategy and logistics, in one plan.

Both ended the same way: **the team running the new process without me.**

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06 Case studies

Sports and music

The other two. Both started from the same question: where is the value going, and what has to change for it to stop.



FC Barcelona

Sports and entertainment · Camp Nou

+15% tickets sold · +18% average ticket price.

A predictive model sets how many seats go on sale match by match, from five years of released-seat data plus opponent, kick-off time and weather.



Aladid Studios

Music · Recording studio in Barcelona

+2 points conversion · 30% less qualification time.

A website analysis with benchmarking and best practices found the leak points and sharpened the product-market fit by segment.

Two models built from scratch. **Both are still in use.**

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07 About me

Strategy, business and execution in the same profile

Business first, technology follows: the business judgment and the ability to build what comes out of it.



Oriol Guitart

Business Advisor · Strategy, marketing and digital products

- Over 25 years in marketing and digital business: Decathlon, FC Barcelona, RACC, Vertbaudet and Dentsply Sirona.
- CMO and C-level positions inside the company, in B2B and B2C.
- Eight proprietary business analysis tools, designed and built from scratch.
- Applied AI and agent development.
- Master’s Director at IL3-UB and lecturer on Executive MBA and master’s programs at ESIC, Universitat de Barcelona and ESADE.

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NEXT STEP

Ready to find where your value is going?

Most engagements start with a diagnosis: market and business analysis, data review and conversations across the organization. From there we design what has to change and build the tools and processes that make it work.

First consultation, free and with no obligation. oriolguitart.com

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