

Lucas Carné

Lucas Carné (Barcelona, 1971) is the co-founder and executive director of Grupo Privalia; co-founder and non-executive director of Groupalia, and seed investor and non-executive director of the companies Smithfield Case and Wineissocial.

A particular highlight of his career was his time at Bain & Company, between 1999 and 2005, as a business strategy consultant developing projects in Spain, the US, Brazil and Mexico.

Carné graduated in Mechanical and Industrial Engineering from the Escola Tècnica Superior d'Enginyeria Industrial de Barcelona (UPC) and completed his education with a Master in Business Administration from the Kellogg School of Management at Northwestern University and an MBA from IESE Business School - Universidad de Navarra.

Grupo Privalia

This online fashion group began in Barcelona in 2006 with the launch of Privalia, a private shopping club that organises one-off sales of leading brands exclusively for members and at exceptional prices. Privalia boasts more than 11 million members around the world. In 2011, it increased its year-on-year revenue 90%, with a turnover of 320 million euros, and the company is the market leader in all the countries where it operates (Spain in 2006; Italy in 2007; Brazil in 2008, and Mexico in 2010), which has made it an international industry benchmark.

In 2011, the group bought Dress for Less, one of Germany's top online fashion retailers, and extended its business model to the outlet segment. Then, in 2012 the group entered the full-price segment by launching Claire+Bruce for the European and Latin American markets.

The group employs over one thousand people between its offices in Barcelona, Milan, São Paulo and Mexico City, as well as those who work at the Dress for Less offices in Germany.

Privalia is famous for its active social media strategy (more than 2 million Facebook fans) and its commitment to mobile commerce as a sales channel.