Parfois appoints Jesús Salceda as chief technology officer

By Rocío Alonso Lopez - 27 April 2022

The Portuguese fashion and accessories company is strengthening its digital channel by appointing Jesús Salceda as its new head of IT and data science, with the aim of improving the company’s omnichannel strategy.

With 18 years of industry experience, Parfois’ new CTO has worked for renowned companies such as the Inditex Group, where he spent 12 years in the digital technology department. He most recently served as chief digital officer of British brand Clarks since May 2021.
Founded in 1994 by Manuela Medeiros, the Portuguese company is present in more than 70 countries and plans to continue expanding in 2022 with 75 new store openings, aiming to consolidate its presence in countries such as Mexico, Switzerland, Israel, Turkey and Saudi Arabia.

Susana Sánchez has held the position of CEO since May 2021 after taking over from José María Folache, who left his position to become CEO of the Spanish company Suárez two years after his appointment. Since March 2022, the executive has been at the helm of El Corte Inglés’ co-management.

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