

Juan Manuel Morales, EuroCommerce President



Juan Manuel (Juanma) Morales is president of EuroCommerce since June 2021 and, for the first time in the association, unanimously re-elected for a new mandate until June 2027. Until 31 December 2024, he served as CEO of Grupo IFA for the last 13 years. IFA is the 1st food retail group in Spain by commercial surface and 2nd by sales, with €39B consolidated turnover, 134,000 employees and 11,986 stores with 15% market share in southern Europe including Italy and Portugal thanks to its partnership with Sonae MC and Gruppo Végé. He will remain at IFA Retail as member of the Board of Directors from now on.

Juanma is a senior executive with 25 years' experience as CEO in CPG industry, both in Manufacturer and Retail industries. He has led international and family-owned companies along the value chain, like Coca-Cola, Osborne, NielsenIQ and Grupo IFA in various geographies across Europe for 10 years.

Juanma is also Vice-President of our member association ASEDAS (main food retail association in Spain); member of the executive committee of the Spanish business and employers' federation CEOE; Board member of AECOC, the Spanish GS1 association; Member of the Board of ECOEMBES; and Member of the Advisory Board of Instituto San Telmo and Food & Beverages Board at IESE. On the non-profit sector, he is member of the Advisory Board of Gasol Foundation and member of the Board of Luis Figo Foundation.

Juanma holds a degree in Economics and Business Administration from the Complutense University of Madrid and an Executive MBA from the IESE Business School. He speaks Spanish, Portuguese, English and Italian. Juan Manuel is passionate about football and golf and is a marathon runner having finished six marathons since 2015.