

Biography Juan Manuel Morales

Juan Manuel Morales has been elected president of EuroCommerce in June 2021 for a period of three years. He is managing director of IFA, a leading retail group in Southern Europe, with more than 130,000 employees and 11,000 stores operated by its affiliates across Spain, Portugal, and Italy. Morales' whole career has been with the consumer goods industry, spanning 30 years within both retail and food and drink manufacturers in Spain, Portugal, Poland and the Baltics: before joining IFA in 2011, he held commercial, general management, and president positions in Grupo Osborne, The Coca-Cola company, and Nielsen.

Juan Manuel is also Vice-President of our member association ASEDAS, member of the executive committee of the Spanish business and employers' federation CEOE, and board member of AECOC, the Spanish GS1 association.

He has a degree in Economics and Business 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 married, has two children, and is passionate about football and golf.

