



JAVIER NIETO

CONTACT

+44 (0) 7905 139871
javier@iwisdom.com
www.iwisdom.com

FOCUS AREAS

Creative
Storytelling
Branding
B2B
Consumer

LOCATION

London

Global creative strategist with over 25 years of experience managing branding and communications for multinational brands. Javier brings strong leadership and corporate management exposure, with a unique ability to transform insights into compelling brand narratives and optimized communications.

A seasoned leader in launching global and local campaigns, Javier has successfully positioned companies in competitive markets, rebranded and rationalized product offerings, and led IPO marketing preparedness. He has built teams and processes while consistently improving marketing metrics. His multicultural insights, drawn from diverse experiences including Angola, enable him to craft compelling, inclusive narratives that resonate globally.

Javier led corporate marketing and advertising for FIS, a Fortune 500 US company that serves most major banks. As part of that, he worked with Digitas in NYC to perform FIS's first global ad campaign, showcased in Times Square NYC and London. He also led marketing efforts for Worldpay, a global payments company, including post-merger acquisition positioning and global customer events in three continents.

His work at MasterCard saw the successful launch of a new concept of currency exchange prepaid card in Australia and the UK, comarketing with Lonely Planet and carrying out multi-country focus groups prior to the product launch.

Javier created PE-backed Xplor Technologies as a new brand, rationalizing a product portfolio of 22 brands into 7. He was also responsible for leading the marketing work to prepare the company for an IPO, including Nasdaq comarketing, roadshow materials and investor storytelling.

Javier is a world traveler with extensive experience managing centralized branding for multinational brands. Skilled at relating to diverse cultures and perspectives, leveraging multicultural insights—exemplified by his work in Angola Africa, where he worked with both the Minister of Transport and the Prime Minister, setting up marketing automation, social channels and international marketing campaigns to rebrand TAAG Angolan Airlines. —to craft compelling and inclusive brand narratives.

Passionate about delivering impactful results, Javier's journey from fintech to integrating technology into everyday solutions for both B2B and B2C markets serves as a valuable asset for iWisdom as we embark on our technology-driven initiatives.