

THE INNOVATION BRIDGE

From Pilot to Rollout.

From Vision to Revenue.

Alberto Nadal Cervera

Senior Executive · Strategic Advisor · IT Consultant · RetailTech · Pharma · Digital Transformation

36+

Years Executive Experience

90%

Pharma Market Penetration

60+

IT Projects Delivered

7

Global Tech Partners

The complete RetailTech ecosystem guide.

7 breakthrough technologies. 1 strategic partner. Covering AI, RFID, Computer Vision, Dynamic Pricing, Demand Sensing, Inventory Optimisation, and Last-Mile Logistics.

Confidential · nadal.info · 2026

Alberto Nadal Cervera

IT Consultant & Strategic Advisor

+34 634 534 606

info@nadal.info

www.nadal.info

Madrid, Spain

C O N T E N T S

The Innovation Bridge — Tech Profile

01	Introduction — The Innovation Bridge Strategic overview and value proposition	→
02	The Frictionless Retail Blueprint Four pillars: checkout, data, pricing, inventory	→
03	MagiQeye — RFID Self-Checkout World's first AI-powered RFID checkout bag	→
04	Tracxpoint — AI Smart Cart DAiVi® — 8 cameras, 99% visual recognition	→
05	Genfied — In-Store AiGent CCTV to business intelligence, GDPR compliant	→
06	Quicklizard — AI Dynamic Pricing 11% avg profit increase, 40+ markets	→
07	Increff IrisX — Demand Sensing 700+ global brands, Azure-powered SaaS	→
08	OneBeat — AI Inventory Optimisation 71% fewer stockouts, 120-day ROI	→
09	Bringoz — Last-Mile Logistics Elastic SaaS platform, SAP certified	→
10	RetailTech Implementation Matrix Full comparison of all 7 solutions	→
11	Global Reach & Market Strategy Innovation Scout model, Europe & LATAM	→
12	Career of Continuous Evolution 36+ years across Retail, Pharma & Tech	→
13	Contact & Areas of Engagement Let's build something remarkable	→

1. The Innovation Bridge

The global retail industry is at an inflection point. Consumer expectations have outpaced traditional infrastructure. The answer lies in best-of-breed technology — developed in Israel and India — deployed with precision into the operational realities of European and LATAM corporations.

This is the Innovation Bridge. And Alberto Nadal Cervera has been building it for over a decade.

With 36+ years of executive experience spanning B2B enterprise sales, key account management, business development, and IT consultancy across Retail, Pharma, FMCG, and Technology, Alberto brings a rare combination of

deep commercial acumen and technology fluency. He has served as the strategic bridge between cutting-edge startups from Israel and India and the complex operational realities of Europe and LATAM's most demanding corporations — including Inditex, Mercadona, Telefónica, Carrefour, Auchan, Abbott, Johnson & Johnson, and Pfizer.

The Alberto Nadal Value Proposition

- ▶ Innovation Scout: Identifying and qualifying the most promising emerging technologies from global innovation hubs
- ▶ Go-to-Market Architect: Designing the strategy to enter European and LATAM markets — regulatory navigation, cultural adaptation, pilot structuring
- ▶ Enterprise Sales: Opening C-suite doors and running full commercial cycles at the highest level
- ▶ Deployment Partner: Managing the end-to-end implementation from pilot to full rollout
- ▶ Long-term Strategic Advisor: Ongoing counsel to technology vendors on market expansion and account growth

"I act as the bridge between cutting-edge technology and complex business needs, turning innovative startups into market leaders."

— Alberto Nadal Cervera

2. The Frictionless Retail Blueprint

The retail industry faces three converging pressures: rising consumer expectations for speed and convenience, escalating operational costs, and fierce competition from e-commerce. Alberto Nadal's portfolio of technology partners forms a coherent, complementary ecosystem — a blueprint for the Frictionless Retail Store of the future.

The Four Pillars of Frictionless Retail

PILLAR 1

Eliminate the Checkout Queue

MagiQeye's RFID Self-Checkout Bag and Tracxpoint's AI Smart Cart both address the industry's most persistent pain point: the checkout line. Up to 25% of customers abandon a purchase when queues are too long, costing the US retail industry alone an estimated \$38 billion annually. Both solutions enable scan-free, cashier-free payment — the shopper simply walks out.

PILLAR 3

Price Intelligently, at Scale

Quicklizard's AI Dynamic Pricing Engine continuously adjusts prices across thousands of SKUs in response to competitor moves, demand signals, and inventory levels — delivering an average profit increase of 11% and revenue uplift of up to 15% in the first year.

PILLAR 2

Turn the Store into a Data Engine

Genfied's Computer Vision platform transforms existing CCTV infrastructure into a real-time intelligence system, providing actionable insights on customer behaviour, staff performance, and operational bottlenecks — without requiring additional hardware investment.

PILLAR 4

Master Inventory from Source to Shelf

Increff IrisX optimises the pre-season buying process, OneBeat ensures real-time in-season stock alignment, and Bringoz completes the chain with last-mile delivery precision — creating an unbroken, AI-optimised inventory flow.

3. MagiQeye — RFID Self-Checkout

MagiQeye

The World's First AI-Powered RFID Self-Checkout Bag

Founded: 2018

HQ: Israel / Italy

Type: Hardware + SaaS

Technology Overview

MagiQeye has developed the world's first RFID-powered self-checkout shopping bag — an intelligent bag equipped with an integrated RFID reader that instantly identifies all items placed inside, connects to the shopper's mobile via QR code, and processes payment digitally. The result: a completely queue-free, cashier-free retail experience with 99.9% RFID accuracy.

Unlike traditional self-checkout kiosks that simply move the cashier's work to the customer, MagiQeye's MGQ® solution creates a genuinely seamless experience: the shopper picks up items, places them in the bag, and walks out. The system handles item recognition, promotional targeting, and payment automatically.

How It Works

- Shopper scans a QR code on the bag to connect it to their mobile
- Items placed in the bag are instantly detected via RFID with 99.9% accuracy
- The shopping list updates in real time on the shopper's phone
- Personalised promotions and coupons are delivered based on location and purchase history
- Payment is processed digitally — no cashier, no queue, no friction
- The bag connects to a charging station at the store exit for the next user

Business Case for European Retailers

European fashion and grocery retailers face mounting pressure to improve the in-store experience while reducing labour costs. MagiQeye addresses both simultaneously. The technology is particularly suited to fashion (where RFID tagging is already widespread), FMCG, pharmacy, and electronics retail.

Key Business Benefits

- ▶ Eliminates checkout queues — the #1 driver of in-store purchase abandonment
- ▶ Increases basket size through real-time, location-based personalised promotions
- ▶ Reduces labour costs by eliminating cashier stations
- ▶ Provides real-time sales and inventory data for every item in the store
- ▶ Compatible with existing RFID tagging infrastructure — no full hardware overhaul required

Market Traction & Pilots

Alberto Nadal has led the go-to-market strategy for MagiQeye in the Iberian Peninsula and Southern Europe. Pilot programmes have been initiated with some of the region's largest retail groups, including Inditex (the world's largest fashion retailer), American Eagle, and Telefónica.

99.9%

RFID Accuracy

0

Checkout Queues

15+

Years Team Experience

2025

Fashion Scale-up Target

4. Tracxpoint — AI Smart Cart

Tracxpoint

The World's Most Advanced AI-Driven Shopping Cart

Founded: 2016

HQ: Coral Gables, FL / Haifa, Israel

Type: Hardware + AI Platform

Technology Overview

Tracxpoint's DAiVi® (Digital Artificial Intelligence Vision) is the world's first and only modular smart cart system capable of recognising products with the accuracy of the human eye. Unlike competitor solutions that require entirely new cart purchases, Tracxpoint's system is modular — it transforms any existing shopping cart into an intelligent self-checkout companion.

The DAiVi® Generation 3 features eight on-board A-Eye® cameras covering 100% of the basket perimeter, a 12" primary touchscreen, an 8" secondary screen, and connection to Tracxpoint's cloud data centre. The system supports over 50,000 SKUs per store and uses proprietary machine learning algorithms that continuously improve with every shopping journey.

Core Capabilities

Product Recognition

- 8 A-Eye® cameras with 99%+ accuracy
- Distinguishes similar products in real time
- No barcode scanning — pure visual recognition
- Handles 50,000+ SKUs per store
- Actively mitigates theft at point of item placement

Checkout & Payment

- Cashier-less checkout — pay on the cart
- Integrates with existing POS and payment systems
- Apple Pay, PayPal, and proprietary payment options
- Wi-fi connected smart payment zone exit

Personalised Shopping

- Real-time shopping list management
- Location-based smart coupons via WAY® positioning system
- Loyalty rewards integrated on-cart
- Personalised promotions from brands

Analytics & Data

- Real-time shopper behaviour analytics
- Store heat maps via T-Loc® cart management system
- GDPR-compliant data mining
- Supplier bidding system for in-store promotions
- Inventory tracking and shrinkage prevention

European Market Validation

Tracxpoint's most significant European deployment is with Conad, one of Italy's largest supermarket chains with over 3,000 locations. This multi-year deployment validated the platform's scalability in a large-format grocery environment and positioned Tracxpoint as the smart cart solution of choice for European grocers looking to move beyond Amazon Go-style infrastructure.

Alberto Nadal has led Tracxpoint's commercial development in Spain, facilitating pilots with Mercadona — Spain's market-leading grocery retailer — and advising on the regulatory and cultural adaptation required for Iberian market entry.

99%+

Visual Accuracy

50K+

SKUs/Store

7+

Years Proven

3,000+

Conad Locations

5. Genfied — In-Store AiGent

Genfied

Your Futuristic Retail Ally — AI & Video Analytics for the Physical Store

Founded: 2022

HQ: Milano, Italy ·
info@genfied.com

Type: AI SaaS · GDPR Compliant

The Problem Genfied Solves

Physical retailers have always operated with a fundamental blind spot: they know what sells, but not why. Without precise data on in-store movements, customer behaviour, and staff performance, retailers cannot know which products capture attention, which store zones are underperforming, which marketing campaigns drive real conversions, or how staff are actually interacting with customers.

How It Works

Connection to CCTV

Plugs into existing cameras — no new hardware. Secure tunnel to cloud servers.

Transforms Images into Data

AI analyses live streams in real time: movements, interactions, queues, anomalies.

Real-Time Dashboard

Mobile app + web dashboard. Instant metrics + daily reports + GPT-style Q&A interface.

Six Core Feature Modules

Layout Optimisation

Maps visitor movements, store heatmaps, dwell-time per zone, showcase window analysis, upsell pathway optimisation.

Staff Monitoring

Employee–customer interaction tracking, automated task assignments (restock, assist, investigate), shift optimisation, performance KPIs.

Data-Driven Decisions

Customer profiles by gender/age/purchase probability, individual journey tracking, group detection, campaign effectiveness measurement.

CRM Connection

Real-time inventory oversight, seamless CRM integration, promotional activity linked to purchasing behaviour, automated reporting.

Quality Control

Product display audits, planogram adherence, out-of-stock detection from existing cameras, multi-site compliance alerts.

Theft Prevention

Real-time suspicious behaviour detection, instant staff alerts, product misplacement monitoring, loss prevention analytics.

Three-Tier Intelligence

EMPLOYEES

Mobile task notifications, on-floor guidance, restocking alerts, upsell prompts, incident reporting.

MANAGERS

Real-time operations console, dwell-time analytics, hot-zone heatmaps, automated task assignment.

EXECUTIVES

KPI dashboards (revenue, cost savings, conversion), strategic forecasting, enterprise alerts.

Free 3-Week Pilot

Zero-cost pilot in a real store: retailer provides CCTV access and floor plan; Genfied delivers full MVP (dashboard, heat maps, LLM engine, task assignment, journey tracking). Joint results review after 3 weeks. GDPR compliant.

Spanish Market Deployments

Alberto Nadal has led deployments with Telefónica (staff & CX monitoring), Game (product placement & journey mapping), and Grupo Damm (venue analytics) — validating the platform across telecoms, specialty retail, and hospitality.

0

New Hardware Required

3 Weeks

Free Pilot

GDPR

Fully Compliant

Real-Time

AI Analysis

6. Quicklizard — AI Dynamic Pricing

Quicklizard

AI-Powered Dynamic Pricing for Omnichannel Retail

Founded: 2010

HQ: London / Munich / New York / Tel Aviv

Type: B2B SaaS (TASE: QLRD)

Technology Overview

Quicklizard is a publicly listed (Tel Aviv Stock Exchange) AI-powered dynamic pricing platform that enables retailers and brands to manage their entire pricing strategy from a single, transparent platform. Founded in 2010 and active in over 40 markets, Quicklizard generates hundreds of millions of price recommendations per month across online and offline channels.

Unlike traditional pricing tools that react to market changes with delays, Quicklizard's pricing decision engine continuously monitors competitor prices, demand signals, inventory levels, and business constraints in real time — automatically adjusting prices across 100% of the product catalogue to balance competitiveness and profitability simultaneously.

The Pricing Intelligence Engine

Quicklizard uses a 'Glass Box AI' approach: 80% AI recommendations + 20% business rules. Pricing teams understand and can audit every decision — building trust while enabling full automation at scale.

Data Inputs

- Competitor pricing (real-time web scraping)
- Internal ERP, inventory, and cost data
- Customer demand signals and price elasticity
- Product lifecycle stage and seasonality
- Business constraints: MAP, MSRP, minimum margins
- Omnichannel channel-specific rules

Platform Outputs

- Automated price updates across all SKUs and channels
- A/B pricing tests with statistical significance tracking
- Pricing performance dashboards and attribution
- Markdown optimisation for end-of-season stock
- Promotional pricing with automated rollback
- Electronic shelf label (ESL) integration

Proven Results

11%

Avg Profit Increase Year 1

15%

Revenue Uplift Potential

300%

Pricing Team Productivity

40+

Markets Active

Clients including Sephora, John Lewis (UK), Fnac, Intersport, and Thalia have deployed Quicklizard to gain competitive pricing advantage. In May 2025, Quicklizard was acquired by Riverwood Capital, validating the platform's strategic value and accelerating global expansion.

Deployment in Spain & Iberia

Alberto Nadal has positioned Quicklizard as the pricing intelligence solution of choice for Iberian retailers navigating intense e-commerce competition and multi-channel complexity. Key deployments include Fnac (specialist retail, cross-channel pricing) and OK Rent a Car (travel sector dynamic pricing).

7. Increff IrisX — Demand Sensing & Merchandising

Increff

Intelligent Merchandising & Inventory Optimisation for Fashion & Lifestyle

Founded: 2016

HQ: Bengaluru, India

Type: B2B SaaS — Microsoft Azure

Technology Overview

Increff is a deeptech retail SaaS company that helps fashion and lifestyle brands dramatically improve inventory turns through intelligent merchandising and efficient omnichannel fulfilment. The platform is trusted by over 700 global brands including Puma, Camper, and major fashion retailers globally.

IrisX performs billions of computations per run, delivering store-specific assortment recommendations considering seasonality, size curves, and demand. Built on Microsoft Azure — ISO 27001, SOC 2 Type 2, GDPR compliant.

The Increff Platform Suite

Merchandise Planning

- Financial planning aligned to store and channel budgets
- WSSI/MSSI seasonal planning
- Assortment & buying: right depth, size curve, colour mix
- Automated reordering with demand forecasting
- 50+ analytical BI reports and customisable dashboards

Inventory Intelligence

- Store-specific allocation based on true local demand
- Real-time replenishment prioritisation
- Inter-store transfers to correct size imbalances
- Markdown optimisation for dead stock clearance
- Regional utilisation — routes surplus to nearest demand hub

Omnichannel Fulfilment

- Single view of inventory across all channels
- BOPIS, BORIS, Endless Aisle support
- E-commerce WMS, B2B WMS, OMS modules
- Vendor portal and marketplace integrations
- Connectors: Shopify, Amazon, SAP, Oracle, 20+ logistics

Demand Sensing

- AI forecasting at style-store-channel-region level
- Historical sales, seasonality, trend, and sell-through analysis
- Minimises human bias in buying decisions
- Dynamic adaptation to sales velocity changes
- Festival and peak event demand modelling

The Fashion Inventory Problem

Fashion inventory turns average 2-4x/year; best-in-class (Zara) achieve 10-12x. Increff closes this gap with scientific buying decisions — eliminating the guesswork that leads to excess stock and lost sales.

European Market Application

Alberto Nadal has introduced Increff to European fashion and lifestyle retailers, with Camper (the iconic Mallorcan footwear brand) as a key reference client. The platform's ability to manage multi-channel inventory across owned stores, wholesale, and e-commerce makes it particularly relevant for European lifestyle brands expanding globally.

700+

Global Brands

100+

BI Reports

Bn+

Computations/Run

30min

Puma Go-Live Time

8. OneBeat — AI Inventory Optimisation

OneBeat

Dynamic Inventory Optimisation — Real-Time SKU-Store Execution

Founded: 2018

HQ: Ramat Gan, Israel

Type: AI SaaS — AWS Partner

Technology Overview

OneBeat is a dynamic inventory optimisation platform based on the Theory of Constraints (TOC). It aligns retail inventory with real demand daily at the SKU-store level, continuously re-optimising replenishment, allocation, and liquidation decisions in real time.

Platform Capabilities

Allocation & Replenishment

- Initial allocation optimised to true demand signals
- Continuous in-season replenishment — never out of stock on bestsellers
- Store transfers: moves surplus to highest-demand locations
- AI Special Events: proactive stock adjustment for promotions
- Markdown optimisation: clears slow movers at optimal timing

Intelligence & Visibility

- Real-time inventory visibility across all stores and channels
- Common data language across production, logistics, and sales
- Daily SKU-store level execution decisions
- MACH architecture: Microservices, API-first, Cloud-native, Headless
- AWS-powered infrastructure with enterprise-grade security

Proven Impact — The OneBeat Numbers

15%

Increase in Sell-Through

71%

Fewer Stockouts

33%

Less Inventory

120

Days to ROI

OneBeat's global client portfolio includes Calvin Klein, Panasonic, American Eagle, Crocs, Odara, and Aramis — across 220+ retailers in 26 countries. In May 2025, the company raised \$15 million led by Schooner Capital for its US market launch, bringing total funding to \$30 million.

European & LATAM Deployment

Alberto Nadal has driven OneBeat's commercial development with major European fashion and consumer brands. Key deployments include Calvin Klein, American Eagle, and Panasonic — validating the platform's capability across fashion and electronics retail at scale.

The OneBeat model is particularly powerful for omnichannel retailers in Europe where inventory management across physical stores, online, and click-and-collect creates massive complexity. The platform's ability to create a unified inventory view and execute daily optimisation decisions eliminates the waste that currently costs the global retail industry an estimated \$177 billion annually in inventory distortion.

9. Bringoz — Last-Mile Logistics Platform

Bringoz

Elastic SaaS Logistics Platform for Demand-Driven Last-Mile Delivery

Founded: 2016

HQ: Hackensack, NJ / Israel

Type: Enterprise SaaS — SAP Partner

Technology Overview

Bringoz is a holistic SaaS logistics platform on the SAP Store that combines in-house drivers, crowdsourced resources, and 3PL partners in one unified environment — enabling retailers to build competitive last-mile capability without fleet ownership.

Platform Modules

Planning & Optimisation

- Automated route planning based on delivery demands and constraints
- Algorithm-based resource matching — right vehicle, right driver, right route
- Constraint-based dispatching: time windows, vehicle capacity, driver skills
- Real-time rerouting for unexpected demand or traffic
- Demand consolidation to maximise delivery density

Fleet & Driver Management

- Real-time fleet visibility: location, status, route progress
- Driver recruitment, screening, compliance, and training tools
- Scoring system for defining private driver marketplaces
- Predefined route marketplace or individual delivery offering

Customer Experience

- Real-time delivery tracking for end customers
- Automated notifications at every stage of the delivery
- Proof of delivery with photo and signature capture
- Personalised delivery experiences to increase brand loyalty

Analytics & Integration

- Live performance metrics: on-time rate, cost per delivery, utilisation
- Full integration with ERP, WMS, OMS, and e-commerce platforms
- SAP Store certified — native integration with SAP ecosystem
- End-to-end data encryption for secure logistics operations
- Europcar Switzerland: full vehicle movement digitisation

The Last-Mile Imperative

Last-mile = 53% of total shipping costs. Bringoz enables competitive same-day/next-day delivery without fleet ownership, competing with e-commerce giants at a fraction of the cost.

European Deployments

Alberto Nadal has led Bringoz's EU commercial development. Key deployments: Auchan (Pan-European hypermarket) and Transgourmet (leading EU food service distributor) — validating the platform at enterprise scale in high-volume logistics environments.

10. RetailTech Implementation Matrix

The following matrix provides a consolidated view of all seven technology partners, enabling rapid comparison for procurement, pilot planning, and board-level presentations.

Solution	Core Technology	Business Benefit	Key Metrics / Features	Pilots
MagiQeye	RFID Self-Checkout Bag	Eliminates queues, increases basket size, real-time promotions	99.9% accuracy, instant payment, no barcode scanning	Inditex, American Eagle, Telefónica
Tracxpoint	AI Smart Cart (DAiVi®)	Frictionless checkout, theft reduction, personalised shopping	8 onboard cameras, 99% visual recognition, 50K+ SKUs/store	Mercadona, Conad (Italy), major EU grocers
Genfied	Computer Vision / Physical AI	Transforms CCTV into actionable business intelligence	Staff performance, customer behaviour, queue detection	Telefónica, Game, Grupo Damm
Quicklizard	AI Dynamic Pricing Engine	Automated pricing adapted to market signals in real time	Avg 11% profit increase, 15% revenue uplift, 300% team productivity	Fnac, OK Rent a Car, John Lewis, Sephora
Increff IrisX	SaaS / Demand Sensing & Merchandising	Pre-season planning, optimal inventory allocation across channels	Billions of computations per run, 100+ reports, Azure-powered	Camper, Puma
OneBeat	AI Inventory Optimisation	Real-time SKU-level replenishment, 120-day ROI	31% less inventory, 12% more sales, 71% fewer stockouts	Calvin Klein, Panasonic, American Eagle
Bringoz	Last-Mile Logistics SaaS	End-to-end delivery infrastructure, route optimisation	Algo-based dispatching, real-time fleet visibility, elastic scaling	Europcar, Auchan, Transgourmet, Kaufmann

All solutions have been validated in live retail environments. Alberto Nadal provides full go-to-market support including regulatory navigation, C-suite introductions, pilot structuring, commercial negotiation, and deployment management.

11. Global Reach & Market Strategy

The Innovation Scout Model

Alberto Nadal operates as a strategic Innovation Scout — identifying the most promising technologies emerging from Israel and India, qualifying them against European and LATAM market requirements, and orchestrating their successful market entry.

This model is built on three competencies that are extremely rare to find in a single individual: deep technology fluency (to evaluate and position the technology credibly), C-suite commercial relationships (to open the right doors and close enterprise deals), and cross-cultural business experience (to navigate the regulatory, operational, and human complexity of multi-market deployment).

<p>Innovation Source</p> <ul style="list-style-type: none"> ▶ Israel — AI, RFID and SaaS: MagiQeye, Tracxpoint, Genfied, Quicklizard, OneBeat, Bringoz ▶ India — Merchandising SaaS: Increff ▶ Direct relationships with founders and executive teams ▶ Early access to emerging technologies before market launch 	<p>Primary Markets</p> <ul style="list-style-type: none"> ▶ Spain & Iberia — Full enterprise sales cycle execution ▶ Italy — Tracxpoint/Conad reference and food retail network ▶ France — Through Bringoz/Auchan and Transgourmet deployments ▶ Portugal — Part of the Iberian commercial territory
<p>Expansion Markets</p> <ul style="list-style-type: none"> ▶ Europe-wide — Following successful Iberian pilots ▶ LATAM — Cross-cultural negotiation and strategic market entry ▶ Regulatory navigation across all EU markets ▶ Strategic partnerships with local distribution partners 	<p>Sector Coverage</p> <ul style="list-style-type: none"> ▶ Grocery & Supermarkets — Mercadona, Conad, Auchan ▶ Fashion & Lifestyle — Inditex, Camper, American Eagle ▶ Specialty Retail — Fnac, Game, Electronics ▶ Hospitality & FMCG — Grupo Damm, Transgourmet

12. A Career of Continuous Evolution

1989–2003

Sales Leadership — Atari · Virgin Retail

Market expansion and key account management across Southern Europe and LATAM. P&L accountability with direct reporting to the CEO of France & UK operations at Virgin Retail. First exposure to fast-moving consumer electronics and entertainment retail — a sector defined by rapid technology cycles and demanding commercial relationships.

2003–2014

Strategic Brand Licensing — Abacus

Management of global brand licensing portfolios including Nintendo and Allied Domecq. Coordination of 350+ SKU launches across multichannel supply chains. Deep exposure to the complexity of managing large, diverse product portfolios for major FMCG and entertainment brands in competitive European markets.

2009–2019

Health IT Consulting — Independent

Founded a boutique Health IT consultancy. Built a client portfolio spanning 90% of Spain's top pharmaceutical companies. Delivered 60+ complex IT projects including award-winning digital solutions for Abbott Nutrition (Best European e-Detailing), Johnson & Johnson (Best Spanish Development), Pfizer, Meda, and Lilly. Extended into digital transformation for public and military hospital networks.

2019–Present

RetailTech & AI Advisor — Independent

Regional strategic partner for global RetailTech vendors. Led the commercial development and pilot deployment of MagiQeye, Tracxpoint, Genfied, Quicklizard, Increff, OneBeat, and Bringoz in Iberia and Southern Europe. Clients include Inditex, Mercadona, Telefónica, Fnac, Auchan, Transgourmet, Camper, Game, and Grupo Damm.

13. Let's Build Something Remarkable

"Let's turn your technology into market leadership."

Whether you are a global technology vendor seeking European market entry, a corporation embarking on a digital transformation programme, or an investor evaluating the RetailTech landscape — Alberto Nadal brings the commercial relationships, market expertise, and technology fluency to accelerate your objectives.

Alberto Nadal Cervera

IT Consultant & Strategic Advisor

☎ +34 634 534 606

✉ info@nadal.info

🌐 www.nadal.info

🌐 [linkedin.com/in/alberto-nadal-9b171b1a](https://www.linkedin.com/in/alberto-nadal-9b171b1a)

📍 Madrid, Spain

Areas of Engagement

- RetailTech Go-to-Market Strategy
- AI / RFID / SaaS European Deployment
- Pharma IT Consultancy
- C-Suite Strategic Advisory
- Digital Transformation Programmes
- Innovation Scouting & Technology Evaluation

This document is confidential and intended solely for the recipient. © 2026 Alberto Nadal Cervera · nadal.info