

Santiago Jócano

As CEO of Bebitus and Head of Southern Europe of windeln.de SE, Santiago is responsible for France, Portugal and Spain business units. Before joining windeln.de SE, Santiago worked for Amazon in Luxembourg (EU Headquarters) and Spain since 2012. At Amazon, he worked in various areas including Consumer Electronics and FMCG. He was one of the first team members of Amazon Spain, contributing to the launch of several business units (including Baby store) and introducing Amazon Pantry (the FMCG program) in Southern Europe. Prior to Amazon, he had experience on Project Finance at BNP Paribas Investment Banking.

Santiago Jócano completed his Business Administration studies in Madrid (ICADE), London (LSE) and Lyon (EM Lyon), and became a member of Madrid Bar Association after completing his Law degree at ICADE law school. He lives in Barcelona with his family.