



## PRESS RELEASE

### Club of Spanish Executive Women's Excellence Award: Barbara Martín Coppola, CEO of Decathlon

The Club de Ejecutivas Españolas in France awards the **Women's Excellence Award to Barbara Martín Coppola, General Manager of Decathlon**, in recognition of her talent, professional career and positive impact, as an **example of Spanish female leadership that triumphs outside Spain**.

This is the second edition of the Club Award, the first one recognized the international career and **leadership of Berta de Pablos-Barbier** as President and CEO of Moët & Chandon, Dom Pérignon and Mercier.

The Club de Ejecutivas Españolas, unique in its kind, was created in Paris, as a non-profit, in 2021. The Club's mission is to **strengthen women's leadership by valuing** Spanish women leaders abroad and **connecting them** to share, mentor and enrich each other in a climate of trust, **support, and proximity**, both in the relationships that the club fosters and with the Spanish roots it promotes. The club already has nearly 100 members, from very diverse sectors in emblematic Spanish, French and international companies.

**Silvia Arto, founding president of the Club de Ejecutivas Españolas**, said: "We are proud to give this award to Barbara, a great Spanish leader who inspires us, not only for her brilliant international career, but also for her close and positive leadership. Barbara is an example that allows us to strengthen Spanish female leadership, in line with the mission of our Club".

**Barbara Martín Coppola**, an engineer from the Polytechnic University of Madrid, has an outstanding professional career of 25 years, working in nine different countries on three continents. Prior to joining Decathlon, she led IKEA's digital transformation. She has also held leadership positions at well-known global companies such as Google, YouTube, Samsung and Texas Instruments.

**Barbara** : "I am honored to receive this award. For me, it symbolizes our collective commitment to women in leadership positions and to society to shape a more prosperous future. It is a testimony of this club's commitment to positive change, and I am grateful to share this recognition with all those working to build a better world. »

The award ceremony took place at the residence of the Spanish Embassy in **Paris in the presence of the Ambassador of Spain to France, Mr. Victorio Redondo Baldrich**, who praised the excellence of the laureate and the work of the Club de Ejecutivas to consolidate a strong community of Spanish women leaders. **Ángeles García-Poveda, President of Legrand and sponsor of the Club**, highlighted the importance of the Club and Barbara's remarkable career. The trophy awarded to the winner is an exclusive drawing by Spanish **sculptor Mariela García Vives**.

The three objectives of the Club are: **to inspire**, through leaders who are distinguished by their international trajectories, their success, and their personal qualities; reflect on diversity and the role of women in the challenges of the future; and **connect** Spanish women leaders to share experiences, help them and strengthen each other in a foreign country. The unique spirit of the Club allows **close** and positive **exchanges to enrich** each other, guided by the leadership and values it promotes, such as trust, mutual support, and commitment.

The Club continues its international expansion in New York, Silicon Valley, the United Arab Emirates, London, and Hong Kong where Spanish leaders are working on its development, creating an international network of Spanish women leaders around the world. It has also launched a **mentoring program with prestigious Spanish academic institutions** such as **Instituto de Empresa, Esade and Universidad Pontificia de Comillas** to help and inspire young Spanish students with international ambitions.

More information: [clubejecutivas.org](http://clubejecutivas.org) and [Linkedin / Club de Ejecutivas Españolas](#)



#### **ABOUT BARBARA MARTIN COPPOLA**

Barbara Martin Coppola is the CEO of Decathlon, the world's largest sports retailer, with 105,000 employees and a presence in more than 70 countries. Barbara is the first female CEO in the company's history.

Barbara holds a master's degree in Telecommunications Engineering from the Polytechnic University of Madrid, a master's degree in Mobile Communications from E. N.S.T (Telecom Paris) and an MBA in Business Administration from INSEAD. She is also a graduate of Harvard Business School's Advanced Management Program.

Barbara promotes diversity, inclusion, and environmental responsibility. She values work-life balance, prioritizes family time and chooses to work for companies with a clear mission. Passionate about social impact, she believes that companies are agents of positive change, generating value beyond their financial performance.

At Decathlon, she aims to improve people's well-being, empowerment, and confidence through sport, in line with her commitment to responsible business practices.

Outside of work, Barbara is a proud mother of two. Passionate about fitness, tennis, skiing, she is also a pianist.

#### **CONTACTS OF THE CLUB OF EJECUTIVAS ESPAÑOLAS**

[www.clubejecutivas.org](http://www.clubejecutivas.org)

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