

Barbara Martin Coppola is a CEO, Board Member, public speaker, and humanitarian who firmly believes in business as a force for good. In France, she was appointed as a Knight of the National Order of Merit by President Macron, and has been named in Fortune's World's Most Powerful Women in Business several years in a row.



Born in Madrid to a Spanish father and a French mother, she grew up in a multicultural environment that shaped her global outlook. Balancing science and art, she pursued telecommunications engineering at the Polytechnic University of Madrid and ENST Télécom Paris, while also majoring in piano - a duality that has defined her career.

In both her personal and professional life, Barbara puts diversity and inclusion at the heart of her actions. Having lived in 9 countries in 3 continents, she wishes to strengthen international cooperation and diversity within companies.

Her journey began at Texas Instruments in 1999, spanning five countries and laying the foundation for a career of bold leadership and transformation. After this, seeking

meaning, she spent time working with NGOs in Europe and South America before earning an MBA at INSEAD, which reshaped her perspective.

In 2005, Barbara joined Samsung in South Korea, where she led global marketing and strategy projects for different business units. At Google, she held key leadership roles in France and the US, including Country Director for France, Global Head of Product Marketing for YouTube, and Global Head and part of the founding team for Chromecast, which quickly became the best selling piece of hardware ever for Google.

Barbara then took on a new challenge as Chief Marketing Officer at GrubHub. Inspired by Chicago's arts and architecture, she led a brand transformation that became a Kellogg Business School case study, which she taught herself - nearly leading to a pivot towards becoming a professor. It was also at this time that she became a citizen of the United States of America.

Barbara returned to Europe as IKEA's Chief Digital Officer, spearheading an end-to-end digital transformation while ensuring humanity remained at the core. In 2022, she made history as the first female and external CEO of Decathlon, the world's largest sports retailer, co-writing its new purpose to 'Move People Through the Wonders of Sport' and driving progress in sustainability, inclusion, and innovation.

Barbara is passionate about leading businesses with purpose, that create value for society while respecting the planet. To her, true success is measured not just in financial results but in the lasting impact businesses have on society and the world.

Beyond her day-to-day roles, Barbara is a member of the World Economic Forum's expert group on digital transformation and a Board Member of INSEAD, the leading business school for the world. She has always pushed for responsible, forward-thinking leadership and meaningful action in building a better world.

Outside of work, Barbara is passionate about sport, music, and traveling - always seeking new experiences and opportunities to learn. She also has a deep love for teaching, sharing her knowledge and inspiring others. Above all, she values time with her family - her husband and their two children - whether exploring new places together or enjoying everyday moments.