

Eugenio Bregolat Lukashov

President, Inditex Greater China

Global retail and digital transformation executive with more than 15 years of international leadership experience across fashion retail, banking, operations, finance, and organizational transformation.

Currently serving as President of Inditex Greater China, Eugenio leads one of the world's largest fashion retail operations across Mainland China, Hong Kong, Taiwan, and Macao, overseeing multi-brand retail and e-commerce operations, strategic growth, profitability, and organizational transformation.

Born in Asia to Spanish and Russian parents, Eugenio brings a deeply international perspective shaped by living, working, and studying across Indonesia, China, Canada, Russia, Spain, and the United Kingdom. Having spent more than 25 years in China, he combines global leadership experience with deep regional expertise.

Leadership Highlights

- Leads operations across 50+ cities with a workforce of more than 5,000 employees
- Oversees brands including Zara, Massimo Dutti, Zara Home, Oysho, Bershka, Pull&Bear, and Stradivarius
- Led Inditex Greater China digital transformation initiatives and the creation of the company's first digital hub outside global headquarters
- Extensive expertise in retail operations, digital strategy, finance, treasury, and organizational transformation
- International leadership experience across Asia-Pacific, Europe, and Africa
- Traveled to more than 110 countries with deep cross-cultural management experience

Education

- BSc in Economic History with Economics — London School of Economics and Political Science
- Studies in Mandarin Chinese — Peking University

Core Expertise

Strategic Transformation • Digital Innovation • Retail Operations • Cross-Cultural Leadership • Organizational Restructuring • Corporate Finance • Treasury Management • E-Commerce • International Expansion • Executive Leadership