Ms. Mar Peire Nadal

Founder and CEO of Coolcasc

Mar Peire Nadal is an entrepreneur and leader in the sports industry, best known as the founder, CEO, and owner of Coolcasc, S.L., a company she established in June 2007. Coolcasc specializes in helmet covers and accessories, combining design, functionality, and fun in products that are distributed in over 35 countries worldwide.

In addition to her role at Coolcasc, Mar Peire Nadal serves as Vice President of AFYDAD – Spain is Sport, the official trade association representing the Spanish sports industry, with over 500 affiliated brands.

Mar also leads the Internationalization Committee at AFYDAD – Spain is Sport, leveraging her extensive experience in export and in building her brand globally. She is also an active member of the Spain is Sport Women commission, focused on increasing the visibility of women in sports—not only from the perspective of brands, management, and public relations, but also in the promotion of active sports participation among women.

As a committed advocate for women in sport, Mar promotes female participation not only from an industry standpoint, but also as an active sportswoman and skier herself, reinforcing the values of equality and visibility through both professional and personal engagement.

Prior to founding Coolcasc, Mar was Director and Owner of GANPEI, S.L. (1995–2015), a company specialized in signage and visual communication projects for a brand within the LEGO Group. She also worked as a Product Manager at HELLA (FORVIA) (1991–1995), managing top brands like THULE and RECARO in Spain.

Throughout her career, Mar Peire Nadal has demonstrated a unique combination of strategic leadership, creativity, and international vision, always committed to driving innovation and growth within the sports industry.

Ms. Sojeong Park

Design Team Lead, IndexFinger Corp

Sojeong Park is a founding member of IndexFinger Corp. and serves as a Design Team Lead. In this role, she leads her team with clear strategic direction, persistently strives to deliver a consistent and high-quality user experience. Recently, Sojeong successfully led the launch of a new service, “NowAlba” with her unique strengths in creativity and strategic thinking—skills she developed throughout her undergraduate years.

Sojeong graduated from Hongik University with a double major in Painting and Economics. With her background, she leverages a unique blend of artistic sensibility and analytical acumen to oversee the company’s overall strategy—from brand identity development to comprehensive user experience and design.