CURRICULUM VITAE

ID-50164

PERSONAL DATA

Address: 28660 Boadilla del Monte (Madrid)
Date of Birth: November 23, 1971
Driving license: B -1 (own car)

EDUCATION

- General Degree in Economics with specialization in International Economics and Development.
  Faculty of Economics and Business Administration (Complutense)

WORK EXPERIENCE

- June 2012 - National manager at Konica Minolta channel
  - Responsible for sales and distribution channel.
  - Sales management of printers and consumables.
  - Defining business strategy.
  - Management sales team, achievement of MBO parameters.
  - Relationship with wholesalers and distributors.
  - Plan Implementation and Forecast Sales

- Aug 2011 - June 2012 National Account Manager B2B at Samsung
  - Responsible for direct sales.
  - Sales management of the full range of IT products (Laptops, Printers, Tablets, Monitors)
  - Customer Relationship final / Inditex, Repsol, BBVA, Santander, Iberdrola ...

- June 2008 - Aug 2010 National Responsible channel printing and O / A at Samsung
  - Responsible for sales and distribution channel.
  - Sales management of printers and consumables.
  - Defining business strategy.
  - Management sales team, achievement of MBO parameters.
  - Relationship wholesalers and distributors.
  - Implementation Plan and Forecast Sales yearly, monthly and weekly.

- July 2007 - June 2008 National Responsible area Lectra parts and consumables (French multinational company and leader in cutting machinery)
  - Responsible for the profit and loss account of the division.
  - Address of power equipment.
  - Survey, monitoring and customer loyalty.

- November 2004 - July 2007 Division Manager. Danka (Infotec).
  - Management sales nationwide flat machine, scanner, plotter, rapid prototyping machines, printers, software solutions, supplies and software.
  - Responsible for the profit and loss account of the division.

- *Definition of marketing and sales plan.*
- *Launching new products.*
- *Development of promotional events and demonstrations.*
- *Reporting on competition and market analysis.*
- *Address of power equipment.*
- *Survey, monitoring and customer loyalty, sales support, product specialist in software solutions, wide-format and digital printing and 3d.*
- *Taught courses and support specialized sales force and technical.*

- *June 2003 - July 2004 Consultant / Implanter Navision Attain. CADIA -consulting.*
  - *Consulting, Implementation and software sales Navision Attain, standard modules.*
  - *Sales and consulting solutions for classification, indexing and automatically capture large amount of information (Document Management).*

- *Aug 1997 - Mar 2003 Manager. Micro Office.*

Company dedicated to the formation, reproduction and sale and rental of computer equipment, printing solutions, supplies and software.
  - *Planning, development and control of three centers in Madrid.*
  - *Negotiating with suppliers and customers.*
  - *Production control, verifying the correct assignment of tasks, quality and deadlines.*
  - *Personnel management, controlling both its selection as their responsibilities and compliance with them (customer service personnel and commercial).*

- *Jan 1997 - July 1997 Technical Advisory Workcenter*
  - *Planning and development of workplaces.*
  - *Computer system design.*
  - *Technical assistance and customer service.*

- *Sep 1996 - December 1996 Professor at the Norwegian School of Economics and Business Administration in Bergen (Norway).*
  - *Imparting Spanish economics courses.*

- *1990-1996 Student at SSI*
  - *Sale of computers, software and supplies.*
  - *Making hypertext manuals, desktop publishing and layout of several books for the publishing Auditorium.*
  - *Graphic designs for advertising companies.*
  - *Network Installation and Maintenance.*
  - *Illustrations for various publications.*
  - *Advanced Computer Training, 3D modeling and design companies and groups.*

LANGUAGES

Fluent in English spoken and written. COU made in USA
Work experience abroad.

OTHER SKILLS

Software: DTP (Page Maker) Modeling (3D -Studio MAX) Design (Photoshop, Corel Draw)
Word Processors, Spreadsheets
Web Page Design (Different Browsers, Flash, Dreamweaver)