

# ID-52489

## AFTERSALES MARKETING

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### PROFILE

I am a qualified marketer with over fifteen years of national & international experience used to work in challenging and diverse environments. While keeping my team's goals at the top of my agenda, I have demonstrated a high level of creativity and efficiency, with a fully focused approach to new business development. My career plan is to develop my marketing and sales skills up to a more strategic and managerial level. I am motivated, dynamic, enthusiastic and ready to

Madrid, Spain



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### EDUCATION

**Master in International Business**

London South Bank University

**Bachelor of Science Degree (Finance)**

London South Bank University

**Bachelor of Science Degree in Business Administration**

Alcalá de Henares University (Madrid)

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### LANGUAGES

**Spanish**

Native

**English**

Proficiency

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### PROFESSIONAL EXPERIENCE

**BMW SPAIN**

/ 2013 – Present

**Aftersales Project Manager**

Development, implementation and growth of different projects within the aftersales department mainly focused on retention and digitalization. I am also dedicated to design and execute commercial strategies to meet sales targets and to provide support to the dealer network.

**TRIUMH MOTORCYCLES SPAIN**

/ 2008 - 2012

**PCA Sales Manager**

Responsible for the definition and implementation of the Triumph PCA (Parts, clothing & accessories) sales strategy in Spain/Portugal and support in the development of new products following market analysis/trends. I had to define price and products strategies, commercial guidelines, specific sales actions and a complete communication programme as well as giving full support to the existing distribution network.

**FULLGAS SPAIN**

/ 2007 - 2008

**Product Manager**

In charge of the implementation of a new product/methodology to monitor & optimize fuel stock in petrol stations in Spain. My key roles were to develop the product by establishing a complete sales and marketing plan and also to provide support to the network in order to face technology and market changes.

**FLEET LOGISTICS SPAIN**

/ 2004 - 2007

**Product Manager Fleet**

My main responsibilities were the implementation of an innovative fleet management outsourced product designed to offer cost savings and also to maximize the efficiency of fleet resources within global international companies. I have worked in the customer support, sales and implementation departments and I was team leader for high profile clients such as HP, Microsoft, Cisco Systems...