

Victoria B.

Bachelor in Business Management and Marketing and Markets Research, +15 years in business management and automotive experience, in 50-100 employees companies. 360° management B2B/B2C +36MM invoicing, project management and business developer. Customer satisfaction specialist → No.1 NPS Carnext Europe (LeasePlan brand), top 5 Audi Customer Satisfaction Survey in sales and aftersales. Expert in business management at times of crisis, implementing creative solutions with available resources.

I help integrate the different departments of a company by directing them to a common strategy. Specialist in accelerating the change and transformation of a company: from traditional to digital, focused on customer satisfaction, improving the efficiency and productivity of all business units. Without my team, it couldn't have been possible. Through the team building and the launch of a performance review optimal, I create cohesive and motivated teams.

EDUCATION

2020 <i>Madrid-Spain</i>	Digital Marketing Master The Power MBA
2020 <i>Madrid-Spain</i>	MBA-startups and digital business The Power MBA
2018 <i>Madrid-Spain</i>	Master in Education (Economics, marketing, sales process) European University of Madrid (UEM)
2007 <i>Madrid-Spain</i>	Postgraduate in Automotive Business Management Instituto de Empresa (IE Business School)
2001-2002 <i>Madrid-Spain</i>	Bachelor in Marketing and Markets Research University San Pablo CEU
1997-2001 <i>Madrid-Spain</i>	Bachelor in Business Administration University of Alcalá de Henares
Languages:	Español: Native Ingles: Fluent French: Basic

Computer: Microsoft Office

WORK EXPERIENCE

April 2018 - July 2019 LeasePlan (CarNext)

Madrid – Spain

Sales Manager Retail

Lease Plan is a multinational car leasing company. Remarketing area in charge to sale Lease Plan cars when leasing contract is ended. As B2C Sales Manager, working with a 17 people team I am involved in several projects as :

- Project Manager and business developer in the implementation of a comprehensive project of used cars, having to implement:
 - o Planning of 3 business units openings
 - o Standards, sales funnel and customer journey.
 - o Sales processes for a target of +5,000 units (2,500 retail, 750 drivers sales, 850 used rental contracts).
 - o Customer experience: NPS No. 1 Europe
 - o Digital marketing, lead management + 3,200 x month, 17% conversion rate.
 - o KPI's Control
- Project Manager Used Car Lease (rental of used cars)
- Project Manager Online Sales (e-com flow), first online sales platform for selling cars.

Enero 2009 - Octubre 2017 A. BAIGORRI S.A., Audi Dealer

Madrid

Managing Director (Owner)

Business Developer, 360° business management. Business transformation from analog-traditional to digital-current era.

- +100 employees.
- +35MM billing.
- Vocation for luxury and high level customers, capable of generating a Premium customer database (Nozar, AstraZeneca..) in the best area of Madrid.

Operations

- Opening of 2 workshops with an anual turnover of 3MM.
- Establish and comply with brand standards. Obtaining ISO 9002 certification.
- Negotiate contracts with stakeholders and partners worth 1.5MM annually.

Human Resources

- Manage and lead a team of more than 90 people.
- Start-up of an own performance review, training and coaching actions, team bulding.
- Hiring, layoffs and ERE's (5, staff reduction and salary reduction).

Marketing

- Design and implementation of online and offline campaigns.
- Lead generation and conversion + 13%.
- Knowledge of vertical portals.
- Customer Service Specialist: top 5 Customer Satisfaction Survey, 5 consecutive years sales / aftersales.

Sales and aftersales

- Achievement of the commercial objective at 125%. +700 vehicles in 2012. Annual increases +9%.
- Achievement of after-sales objectives: spare parts objective 2020 reached in 2017

Administration

- Absolut responsibility for P&L. (+5MM)
- Design and control of KPI's of all departments.
- Profitability s / 1.5% growth in 6 years.

November 2002 - January 2009 Audi Dealer

Madrid – Spain

Sales Manager

Responsible for driving sales area of the business and for leading teams to deliver results + 12 employees. Also in charge of monitoring and driving a range of KPIs within a fast paced, high volume retail environment.

- Improve operations, sales and profitability, reaching 120% of the objective, 12% growth.
- Customer orientation, top 5 Customer Satisfaction Survey.
- Maximize benefits by controlling costs and expenses and improving revenue through financial, ancillary services and negotiation with stake-holders and suppliers. + 2% profitability.
- Review and continuous performance review and training.