

CURRICULUM VITAE

ID-56344 José María

June, 2020

Place, date of birth: La Coruña, 10th May
1983 Address: 28010 Madrid

FORMATION

Executive MBA IESE 2018
Graduated in Business Administration in UNIR
Erasmus Student, a year in Universität Innsbruck. (Austria)
Retamar School. Primary and secondary Studies.

PROFESSIONAL EXPERIENCE

Ap'19 – Today **Head of Sales Spain Frozen Business at Bonduelle**. Responsible of launching the frozen business in Spain.

Sep'17- Ap'19 **National Key Account Manager Bonduelle**. Responsible of all national accounts, managing a team of two colleagues, and 65% of company sales.

Jun'07 – Jul'17 Kraft Foods/ Mondelēz International

Jul'15 – Jul'17 Customer Business Manager Supermarkets Key Accounts Spain centre Region

Jun'14 – Jul'15 Key Account Manager Auchan Group. Handling more than 16 million turnover

Ap'12 – Jun'14 Key Account Business Manager El Corte Inglés managing a business of 16M

Jan'11 – Ap'12 Trade Marketer Hypermarket. Sales Force support with promotional plans, NPDs, assortment reviews and specific plans by channel

Jan'09– Jan'11 Assistant Category Planning for the Cheese business, with Philadelphia and El Caserío. Managing Budget, promotional plans, NPD's plans.

Jun'08- Dec'09 Marketing IC for Philadelphia and Royal. Dealing with Budgets, Specific promotions to the trade, as well as, advertising to consumers

Jun'07-Jun'08 Internship on Kraft Foods, on Marketing Department for Philadelphia Cream cheese, and Financial Planning & Analysis for Local Categories

LANGUAGES

English Fluent spoken and written. B2 Certificate TOEIC
Semester in the School Star of the Sea (Dublín)

ADDITIONAL INFORMATION

Computer skills: User level of Windows, Microsoft Office and Internet.