

MARIA LUISA A.



WORK EXPERIENCE

1- CCO at ROVER GROUP

May 2019 —

REAL ESTATE GROUP

2-SALES DIRECTOR

Jan 2019 — May 2019

REMAX — Team Leader

3-SALES & MARKETING DIRECTOR

Jun 2016 — Dec 2018

TM GRUPO INMOBILIARIO — Alicante- Madrid- Costa del Sol- Andalucía- Palma de Mallorca
ACHIEVEMENTS: Target of sales & ebitda reached.

MY FUNCTIONS: Implementation and monitoring of direction by objectives. (kpi's), Optimization of the comercial and sales strategy: processes, people, technology. Identification and Segmentation of Client's needs . Customer oriented. Preparation of new solutions and offers . Analysis of viability, prices, product and project definition. Marketing & Communication Management. Head of multidisciplinary teams / (+75 peax) + 16 languages. Organization of sales channels (direct and indirect- agents). National and International. Relation with clients until the final delivery of their Home and After-sales (Responsible for the Loyalty Club)

4-HEAD OF EVENTS - REAL ESTATE

Jun 2015 — Jun 2016

EASYFAIRS — Madrid

Head of REALTY- Event / B2B Professional Meeting Point of the REAL ESTATE. REALTY focuses on supply & demand of the sector (public & private, servicers, socimis - reits, regions and cities, investment funds, architects & engineers, project management, banks, financing, consultants, investors, retail, hotels ...

5- HEAD OF SALES & MARKETING

Sep 2012 — Jun 2015

OFFICE DEPOT — Madrid

Director of Marketing & Ecommerce.

Director of the Retail Division.

Head of PR

Member of Directors Committee

Member of the International Marketing Committee
Team of + 40 people
Direct report to Spain and Netherlands Head Office

6-HEAD OF SALES&MARKETING

Ene 2008 — Jul 2012

GRUPO FORTUNY- Acciona — Madrid

Head of Sales & Marketing of Real Estate División.

Director of national and international teams.

Responsible for the Marketing / Commercial Strategy by Business Lines (RE- Real Estate-Environment).

Direct Report to President

Countries: Spain, Turkey, Latam, India, Haiti and the Dominican Republic

Main Achievements: 100% of Sales (300 units in Turkey - 75 in Brazil- 40 Valencia- Granada-Xativa)

5 -HEAD OF SALES&MARKETING

Ene 2003 — Dic 2007

GRUPO PINAR INMOBILIARIA — MADRID

Head of Corporate Marketing & Communication.

Sales and Marketing Manager - 65 real estate developments (spanish regions). 1st and 2nd residences.

Sponsorships. Fernando Alonso- F1 Pilot

Head of Events, Advertising and Communication

Responsible for PR

Report to CEO

Achievements: sales over 2.0 Mill€ / ebitda/ 100% control of marketing Budget / Press appearances..

6 - HEAD OF RETAIL LISTED PRODUCTS

Ene 2001 — Sep 2002

BNP PARIBAS — Madrid - Lisboa

Head of sales and marketing - warrants and certificates

Launch of Activity in Spain

7 - HEAD OF MARKETING - PROFESSIONAL DIVISION

Jun 1993 — Ene 2001

WELLA ESPAÑA — MADRID

Categories Marketing Manager (more tan 1000 product references)

Responsible of the P&L Account

Launches and Commercial Strategy

Commission and Incentives Plans for the sales team

Responsible of Marketing Budget(campaigns, trade campaigns)

EDUCATION

Máster en Ciencias, BUSINESS ADMINISTRATION, 1989

ST. LOUIS UNIVERSITY — ST LOUIS, USA

MASTER DIGITAL MARKETING , 2011

MADRID SCHOOL OF MARKETING — MADRID, SPAIN

Direct Marketing, 2008

ESIC Business & Marketing School — MADRID, SPAIN

LANGUAGES & SKILLS

English- Business Level

Francés - Basic

Spanish- Native

Outstanding skills both technical and business development. Design and implementation of strategies that include: brand and projects design, management of international multidisciplinary teams, negotiation, flexibility, search for opportunities. Creative. Oriented to Results.

Very open minded , internationally oriented with excellent analytical and interpersonal skills.

On a personal level I am an honest person, able to build trust and respect.

ADDITIONAL INFORMATION

I have a long experience of more than 15 years as Sales & Marketing Director / B2B Business Development and B2C in several sectors: Real Estate, Financial Markets, Personal Care & Cosmetics.

National and International experience. Strategic business vision with strong results orientation. Identification, implementation and management of processes and solutions. High experience in multidisciplinary team management. High knowledge of all the disciplines and tools of Marketing Off and On