



# OMAR GARCIA

## SALES MANAGER

With over 10 years of experience, I excel in B2B and B2C operations, process optimization and data-driven decision-making. I've successfully built and managed teams, driven recruitment and performance, and crafted incentive plans that consistently meet key KPIs. Looking forward continuous improvement to enhance efficiency and profitability.

## CONTACT INFO

Madrid, Spain

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## EXPERIENCE

### SALES TEAM LEAD

Dr Smile – Madrid, Spain

Jun 2023 – dic 2024

- Recruit, onboard, and mentor a team of up to 16 members.
- Collaborate on strategy development, set monthly goals, and monitor KPIs.
- Oversee the analysis, integration, and supervision of business development projects.
- Key achievements include increasing sales conversion by 6%, boosting LTV by 15%, and developing and implementing an international bonus scheme.

### SR SALES ACCOUNT MANAGER

AUTO1 Group – Madrid, Spain

Feb 2019 – Jun 2023

- Managed a portfolio of long-term clients.
- Led end-to-end project development: from initial analysis to implementation and ongoing process optimization.
- Key Achievements: Sustained monthly revenue exceeding one million.

### AREA MANAGER

PDS. Grupo Planeta – Madrid, Spain

2018 – 2019

- Responsible for overseeing a specific region, managing sales operations, and ensuring targets were met.
- Key Achievement sales: Increased the conversion rate by 3.5% in the assigned area

## HEAD OF SALES AND OPERATIONS MANAGER

Autorecupera– Madrid, Spain

2016 – 2018

- Managed sales and operations teams, overseeing recruitment, training, and performance management.
- Designed and executed annual, quarterly, and monthly objectives for the entire company.
- Monitored KPIs and implemented bonus systems across both departments. Led process improvement initiatives to enhance operational efficiency.
- Key Achievements: Increased profits by over 5% and expanded the client base by more than 35% in a saturated market. Developed a new auction system, enhanced process efficiency, reduced transport times by nearly 20%, and secured agreements with multiple transport companies.

## MARKETING ASSISTANT

Clinicas Fision – Madrid, Spain

2010 – 2011

## EDUCATION

### DEGREE IN COMMERCE

Complutense University of Madrid – Madrid, Spain

### DIPLOMA IN SPORTS MARKETING MANAGEMENT

Complutense University of Madrid – Madrid, Spain

### ASSOCIATE DEGREE IN COMMERCIAL MANAGEMENT AND MARKETING

Fernando Trueba Technical Institute – Madrid, Spain

## TRAINING & CERTIFICATIONS

### ADVANCED EXCEL CERTIFICATION

Adecco

### TELEMARKETING AND NEGOCIATION TRAINING

UCM University

### CRM AND DATA QUALITY MANAGEMENT TRAINING

UCM University

### GOOGLE ANALYTICS TRAINING

Custos Messium

## SKILLS

- Team Leadership
- Business Development
- Sales Strategy
- CRM
- Data Analysis (Qlik Sense)
- Microsoft Office (Excel, Word, PowerPoint)
- Project management
- Digital Platform knowledge: (Workday, Infinito, salesforce, personio, Qlik Sense)

## PERSONAL PROJECTS

- Creation of the Martial Arts Club for Commerce and Tourism. UCM
- Project for the Management of the Sports Club of the Faculty of Commerce. UCM
- Martial Arts Instructor