

I am a creative and passionate Sales Professional in love with the place where I am from (Bilbao). With almost 20 years of experience I strive to provide my customers with the best tailor-made services to suit their needs helping them and the team I am part of, growing. My friendly approach and strong communication skills enable me to build rapport with clients, partners, institutions, colleagues, and suppliers thereby improving efficiency and boosting business. I specialize in Technology and Digitalization Services guiding the teams through one of my mottoes is: « Money is one of the rewards you get for adding value to the lives of others ».

MAIN SKILLS

- 1 Digitalization and Technology Sales oriented with capacity of leading projects and teams to success.
- 2 English and German fluent speaker.
- 3 Proactivity, innovation and creativity: "Long life learning as a MUST "

EXPERIENCE

1

CSA NORTH - VODAFONE

Grupo Enertel (Iparcom)

OCT 2020 – present

I am actually the Advanced Solutions Consultant in the North: Leading a team of 20 consultants, I approach successfully several goals while growing together with partners and enterprises principally of Vodafone's "Techcom" segment.

2

FREELANCE

Amabidea

2015 – 2020

I have proudly created outstanding services using tourism as a tool for social innovation. Collaborative initiatives: Bilbao City Council NIS, Hotel Palacio Oriol, INCARGO, Santurtzi Council, Nautic Gourmet or SEGEMAR (Port of Bilbao) among others.

3

SALES & REVENUE MANAGER

Gran Hotel Puente Colgante

2009 – 2014

Manage all sales & marketing activities. Responsible of maximizing overall hotels revenue for rooms and food and beverage through the implementation of effective pricing and distribution strategies.;

4

PROJECT MANAGER

Aupa Tours

2010 – 2014

Leading the joint venture between Puente Colgante (UNESCO), Amarradores & Gran Hotel Puente Colgante. Aided firms in accessing new markets, knowledge...

5

OWNER'S REPRESENTATIVE SECRETARY

*Hotel Villa Magna 5*GL (Madrid)*

2006-2007

Being the fundamental link between Hyatt Hotel chain, and hotel's owner to manage and execute a renovation project on their behalf

6

IBERIA VP SECRETARY & GENERAL SERVICES RESPONSIBLE

Gallaher Spain (Madrid)

2005 – 2006

Aid the VP in coordinating, directing and planning everyday business operations. Responsible for all travel and events for a sales team of over 100 people.

Other remarkable positons: Hotel Indautxu 4, Gran Hotel Domine 5*, Sidenor GmbH (Düsseldorf), Hotel Ramada Jarvis(UK), Computer Associates(BCN) & THALES. **Part-time tour guide since 2010.

EDUCATION

1

BUSINESS ADMINISTRATION FOR TOURISM (DEGREE)

Deusto University

1998 - 2001

I learned main legal and economic aspects of the sector, different decision-making tools and modern languages to develop management and entrepreneurship skills in order to be able to manage different businesses.

2

DEUTSCH & ENGLISH

Köln/ Düsseldorf / Leicester

2001-2004

Overcoming different levels of German and English while working abroad.

German: from MittelStufe to Oberstufe (Köln & Düsseldorf)

English: Having the First Certificated since 1998 I attended weekly to different courses for improvement at Adult's College Leicester (UK).

3

LEADERSHIP & TIME MANAGEMENT

Coaching & Mentoring

2007

I learned complex management techniques in order to coach teams on providing excellent customer service. A behavioral change model that allows putting into practice sustainable ideas of time management, both traditional and innovative.

4

CONTENT & COMMUNITY MANAGER

INSTITUTO EUROPEO (IECM)

2012

Learning technics and digital tools to handle communications, PR, social media, events and content creation.

5

TRAINING COURSE: ACCESSIBLE PEOPLE

GORABIDE

DEC 2018

Learning how to communicate on an accessible way with disabled adults.

6

DIGITAL TOOLS FOR BUSINESS

- CIBERSECURITY
- SEO/SEM/WEB SERVICES
- ADVANCED CONECTIVITIES
- OFFICE 365 / GSUITE
- ERPS / CRMS
- M2M, IOT...
- BUSINESS INTELLIGENCE

1

Hobbies & Interests

Due to my job being within the Travel and Tourism field, I have a natural urge to explore the world, visit new places and learn about as many as I can. I also love art and music; painting, visiting museums and art galleries are some of my favorite activities. I am also music collector, having an extense collection in vinyl format and enjoy going to concerts of any kind of music.

2

References

References are available upon request.