

**Rafael**

28049 Madrid

Birth: 06-02-1980



## WORK EXPERIENCE

- 22 years of experience in marketing and sales, commercializing FMCG services and products, mainly under Private Label formulas.
- Extensive knowledge of various possible channels for FMCG, having introduced related products to each of them from different foreign companies (Belgium, Germany, etc.).
- Experience in maintaining commercial relationships with distributors, buyers from major retail chains, brand manufacturers (CMO), and Pharma channel.
- Accustomed to negotiating templates, atypical charges, off-invoice discounts, promotions, catalogues, etc.
- Knowledge of all possible levers for promotional policy, IN&OUTS, bonuses with product to the distributor, negotiation of headers, management of call centers for campaigns, etc.
- Knowledge and experience in the industrial part of the product, recognition of manufacturing capacities, machine valuation, and several experiences that have led me to study line improvements to increase output.
- Trained and experiences on managing work teams, leading them, supporting to get results, establishing objectives, and developing the tactical methods to achieve them. Very linked with the career development of each one of the team peers.
- Experience in market research, interpretation of Nielsen, SymphonyIRI, Kantar Worldpanel data.

## KEY SKILLS

- Setting commercial objectives and preparing annual budgets together with management.
- Adaptation of commercial campaigns based on the company's growth objectives, and development of strategies to achieve results.
- Design, management, supervision, and training of commercial teams and sales networks.
- Development of concise business evolution reports and KPIs for management or stakeholders.
- Ability to focus campaigns and actions on lead generation and sales generation, as well as creativity for designing multi-support and channel actions.
- Empathy and ease of idea presentation. Ease for personal relationships, and for joint business development work with clients. (R&D process and Adhoc product conceptualization).
- Analytical capacity, campaign ROI calculation, and ease in conveying ideas.
- In recent years, developed great capacity for financial analysis and balance sheet interpretation, thanks to the leading responsibility of the Business Unit in Spain for the Kruger Group.

## ACHIEVEMENTS

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- During the first two and a half years at Krüger, we managed to create 20 new distributors in the modern, traditional, and impulse channels for our German chocolate brand, which until now was only found in German discounters. In 2022, we increased turnover in the peninsula by +50% since 2018, and we did it again from 2022 to 2024 thanks to the team increase and many more product placements in the market.
- In 10 years, development of FMCG brands and private labels that we manufacture for the top 10 retailers in Spain and Portugal.
- I achieved one of the most delicate objectives of the first year, which was to review current templates, to increase prices and improve the operating margin of some clients, improving the operating result.
- In 2010, I managed to get Tops Foods on the shelves of the main Spanish retailers, as well as obtaining accounts for the development of MDD for them, when it had no presence in Spain. (2Mll)
- I have developed a network of contacts over the last 20 years with managers of food and pharma companies, which has allowed me to know the businesses deeply under the customer point of view and needs.

## EMPRESAS

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Country Manager for Krüger in Spain since Jul. 2020 – Present.

Business Development Manager for Krüger in Spain from Apr. 2013 – Jul 2020.

National KAM for Tops Foods NV in Spain and Portugal from Mar. 2010 – Apr. 2013.

Commercial Manager of Large Accounts and Institutions at eConta, Grupo BBVA. May 2007 – Feb 2010.

Product Manager and later Sales Manager Coordinator at AVON Cosmetics. Jul 2003 – May 2007.

## ACADEMIC EDUCATION

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**2016-2018** Executive MBA – IESE Business School. University of Navarra. Graduated in the top 5.

**1998-2003** Degree in BUSINESS ADMINISTRATION, MANAGEMENT AND MARKETING, at CESMA (Centro de Estudios Superiores de Madrid).

E.G.B and B.U.P studies at N<sup>o</sup> Señora del Recuerdo school (Jesuits).

## ADDITIONAL TRAINING

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| <b>2011-Act</b>   | Present Partner of a well-known Catering in Madrid and restaurants in Madrid.                                     |
| <b>2007-2011</b>  | Executive Committee Member of the <b>Madrid Young Entrepreneurs Association</b> .                                 |
| <b>1999-2000</b>  | Consumer Behavior Course, at GRUPO DEUSTO. (10 h)   |
| <b>LANGUAGES:</b> | High level of English. <i>BEC title from the University of Cambridge</i><br>Basic level of French and Portuguese. |
| <b>COMPUTING:</b> | Microsoft Office, (Excel, Word, P.Point, Acces) several CRM's, Prezi, Photoshop.                                  |