

CV. 56295. Iñigo

28034, Madrid

Birth date: 11/04/1992



Professional experience



Key Account Manager at *Phenix*. May 2021 – Currently

- Leading Key account management for Spain
- Reporting directly to Country Manager
- Defining and executing the “Go to market” strategy for Phenix products
- Hunter: Strong focus on new key accounts acquisition
- Negotiation at C-level with strategic accounts as El Corte Inglés, Mercadona, DIA, Carrefour... among many others
- Proactively identifying and implementing new areas of business and growth opportunities



Head of Business Development at *Komefy*. November 2019 – December 2020

- Member of Komefy founding team, a fast-paced tech start-up acquired by Phenix
- Leading Business development team for Spain
- Reporting directly to CEO
- Hunter: Strong focus on new key accounts acquisition
- Negotiation at C-level with strategic accounts as Carrefour, Metro, El Corte Inglés, Mercadona... among many others
- Definition of Sales and Business development strategy with CEO and Board members
- Proactively identifying and implementing new areas of business and growth opportunities
- Being a business consultant to Komefy key partners

Business Developer – Member of the Founding Team of *Komefy*. May – November 2019

- Creating a sales process from scratch
- Launching Komefy MVP on the market
- Defining and executing the “Go to market” strategy
- Performing all the stages of the sales process



Sales Network Development at *AXA*, March – May 2019

- Playing a key role in growing the company business by developing the sales network in Madrid
- Helping Insurance Sales Agents to reach strategic sales targets
- Supporting new Insurance Sales Agents into growing its clients portfolio and developing its entrepreneur spirit

Risk Management at *AXA*. August 2018 - March 2019

- Challenging the process owner, meeting face to face and analysing information from its process in order to find the gaps attached
- Working with different areas around the entity, applying several controls on its processes in order to mitigate risks



Sales Account Manager at *Grupo del Cacique*. June 2016 - October 2017

- Conducting a market research about our potential customers and defining the sales process
- Prospecting, negotiating and closing deals with different accounts in order to celebrate important events in our restaurants

Studies

Double degree in Business Administration & Management + Tourism studies at *Universidad Rey Juan Carlos, Madrid*

Business & Management at *Bournemouth University* for one year by Erasmus scholarship (UK)

ThepowerMBA course

Languages

Spanish – Native

English – Advanced (C1)

Cambridge First Certificate in English (FCE)

Extraordinary information

One year working abroad in order to improve language skills (Aberdeen, Scotland, UK) August 2013 – July 2014

Volunteer of social activities (Sagrado Corazón de Jesús): Taking care of homeless people at a nursing home, one weekend every month

Tools skills

Sales CRMs / Full Microsoft office pack / Slack / Full Google *G Suit* / Zoom, Meet, Skype, others