

ID-29555 Javier

Birth Date: September 20th, 1981
Residence: Getxo, Biscay, Spain

Experienced manager, full expertise on **SALES, MARKETING, TEAM MANAGEMENT and BUSINESS DEVELOPMENT**. Developed iconic brands in the Spanish market in various FMCG companies and distribution channels.

Agile manager, with a clear view on consumer and client needs, strategic thinker, and results oriented. With a strong academic background from some of the top business schools in Spain, and fully adapted to social, economic and technologically changing environments.

Main areas of expertise: improvement of P&L, 360° strategy, design of winning business and route to market strategies, team management, digital transformation, and development and launch of brands.

WORK EXPERIENCE

July/2015 – June/2019

Regional Sales Director

Grupo Varma (Food and Beverages)

March/2014 – July/2015

Area Manager

Global Premium Brands (Food and Beverages | Luxury)

April/2008 – March/2014

Regional Trade Marketing Manager

Grupo Varma (Food and Beverages)

January/2005 – April/2008

Marketing Coordinator

Grupo Varma (Food and Beverages)

January/2005 – December/2005

Marketing Brand Manager

L'Oreal Spain, FMCG division (Cosmetics | Luxury)

EDUCATION

September/1999 - June/2004

Bach. in Business Administration and Finances

Universidad de Deusto (Bilbao, Spain)

September/1999 - June/2004

MBA, specialized in Marketing

Universidad de Deusto (Bilbao, Spain)

September/2003 - June/2004

Executive Development Program

Universidad de Deusto (Bilbao, Spain)

March/2021 - October/2021 (in progress)

Masters Program in Supply Chain Management

MIT x (USA)

January/2021 - June/2021 (in progress)

MicroMBA

Univ. of Maryland – R H Smith School of Business (USA)

LANGUAGES

Spanish (native) | **English** C2 (CPE) | **French** B2 (DELF)

PERSONAL SKILLS

Strong work ethics | Strong Leadership | Problem solver | Conflict solver | Creative | Agile | Team Player | Good communication skills | Optimistic | Fighter

CERTIFICATIONS AND COURSES

BUSINESS MANAGEMENT | STRATEGY | MARKETING

Foundations of Management Program (2020)

IESE Business School

Strategy & Marketing Mix Programs (2019)

IE Business School

Directive and negotiation skills (2004)

ICE & Universidad de Deusto

Advanced Statistics and Maths (2004)

Universidad de Deusto

DIGITAL | ECOMMERCE

Digital Marketing Specialist Program (2020)

LinkedIn Learning

E-commerce Specialist Program (2020)

LinkedIn Learning

Foundings of Digital Marketing (2020)

The Open University

E-commerce Program (2019)

Escuela de Organización Industrial

E-commerce Program (2003)

Accenture & Universidad de Deusto

ENOLOGY | OTHERS

WSET Level 2 Award in wines and spirits (2018)

The Wine Studio

Computer skills

MS Office | SAP | Nielsen Nitro | SPSS | Oracle BI

EXTENDED DESCRIPTION OF RESPONSABILITIES AND ACHIEVEMENTS

2015 - 2019 GRUPO VARMA (Food & Beverages) REGIONAL SALES DIRECTOR

Sales and Trade Marketing Director in the northern area (1/3 of Spain's population and surface)

VARMA competes mainly in the wines and spirits industry with iconic brands, such as: Jack Daniel's, Hendrick's, Glenfiddich, Cointreau, Remy Martin, Stolichnaya, Ron Barceló, Disaronno, Bollinger, Yzaguirre.

RESPONSABILITIES:

- ⊙ Head of sales and trade marketing in the region, both on and off trade channel clients, mostly B2B
- ⊙ Managing a direct team of 11 (Key Account Managers, Sales Executives, Trade Marketing Managers, etc.), and supervising budget, performance and career development
- ⊙ Digital transformation

ACHIEVEMENTS:

- ⊙ #1 in regional market share in rums, American whiskeys and premium gins
- ⊙ #1 in regional market share in weight of premium portfolio
- ⊙ Annual revenue > €40M on + off trade, >10M€ premium brands
- ⊙ Optimized marketing ROI and P&L, best in class inside the company
- ⊙ Overall annual sales growth during the last 4 years >7%
- ⊙ Sales process digitalization and implementation of various BI tools: SAP, Oracle BI, etc.

2014 - 2015 GLOBAL PREMIUM BRANDS (Food & Beverages | Luxury) AREA MANAGER

Regional sales manager / KAM Northern Spain

GLOBAL PREMIUM BRANDS / VANTGUARD specializes in building super Premium and Luxury brands, mainly in the Food and Beverage industry, fully oriented towards innovation and with a start up mindset. Its most iconic brands include G'Vine, Ron Diplomático, Kraken Rum and Gin Mare

RESPONSABILITIES:

- ⊙ Commercial and trade marketing management
- ⊙ Key account management
- ⊙ Long term business development and inspiring innovation into its commercial partners

ACHIEVEMENTS:

- ⊙ #1 in regional market share in the ultra premium segment.
 - ⊙ Redefining the route to market strategy towards massive distribution
 - ⊙ Development of the French frontier retailers
-

2008 - 2014 **GRUPO VARMA (Food & Beverages)**
REGIONAL TRADE MARKETING MANAGER
Trade Marketing Manager in northern Spain

RESPONSABILITIES:

- ⊙ Head of the Trade and Field Marketing area in the region
- ⊙ Supervised a team of 3 trade marketing executives
- ⊙ Designing annual promotion plans, sponsorships, sales force's incentive plans, and point of sale strategies.
- ⊙ Development of the company's premium portfolio
- ⊙ Control and analysis of the ROI of a 2M€ investment budget.

ACHIEVEMENTS

- ⊙ Higher efficiency on investments on different channels
 - ⊙ Defined new ATL and BTL policies, redefined outbound marketing strategies
 - ⊙ Development of the portfolio premium
-

2006 - 2008 **GRUPO VARMA (Food & Beverages)**
MARKETING COORDINATOR
Field Marketing Manager in northern Spain

RESPONSABILITIES:

- ⊙ Coordination of sponsorships and events
- ⊙ Planning and execution of point of sale promotions
- ⊙ Support to the sales force, hands on distribution routes throughout the region
- ⊙ Field Marketing budget control and analysis

ACHIEVEMENTS

- ⊙ Higher budget efficiency
 - ⊙ Profound changes in the BTL events
 - ⊙ Repositioning and adapting brands to the regional market
-

2005 **L'ORÉAL SPAIN, Consumer Goods Division (Cosmetics | Luxury)**
PRODUCT MANAGER STYLING
Marketing Brand Manager Jr. Garnier Fructis & Grafic

RESPONSABILITIES:

- ⊙ Construction of the Brand Plan 2006-08 for Styling category
- ⊙ 360º brand management, sales forecasting, innovation, managing media investments, etc.
- ⊙ Promotional and consumer budget's analysis
- ⊙ Launching new products and adapting international portfolio to the Spanish market

ACHIEVEMENTS

- ⊙ Gráfico Gel Cemento launch
- ⊙ Fructis Style mousses and aqua gels launch