

Mariano - 64252



Who am I?

My name is Mariano, I'm Spanish I am a results-driven Business Developer with a proven record of exceeding sales targets, achieving up to 120% of annual goals through strategic client acquisition and retention. My expertise in B2B negotiations enables me to identify high-potential opportunities and secure high-value contracts, including €200,000+ deals.

Fluent in Spanish, English and French, I excel in leveraging CRM tools to optimize pipeline management, reduce sales cycles, and expand market reach. With strong negotiation skills and a collaborative mindset, I thrive in dynamic environments, building long-term partnerships and driving growth through innovation and teamwork.

Experience

Business Developer, Leyton Iberia, Málaga (oct. 2024 – current)

- **Achieve business objectives.** Meet and exceed defined KPIs, contributing to the sustained growth of the Andalusian region.
- **Promote Leyton's services.** Effectively present Leyton's solutions in innovation, tax savings, and sustainability through customized presentations and proposals.
- **CRM management and reporting.** Keep the customer relationship management (CRM) system up-to-date and prepare detailed reports on sales progress and key metrics.
- **Identify and develop business opportunities.** Spot potential clients and strategic sectors in the Spanish market to expand Leyton Iberia's client base.
- **Design effective commercial strategies.** Plan and implement tailored tactics for client acquisition, maximizing return on commercial investments.
- **Manage the full sales cycle.** Oversee the entire sales process, from initial prospecting to successfully closing contracts, ensuring client satisfaction. I developed trust-based, long-term partnerships with key decision-makers, such as CFOs, CEOs, and innovation managers.

City and Sales Manager, Muppy, Málaga (sep. 2023 – oct. 2024)

- Opening of the company in the real estate market and executive accommodation in the city of Málaga, as well as brand positioning in the province, and simultaneously, internally positioning the city as one of the most attractive destinations for real estate investment.
- I successfully managed client accounts, ensuring their needs were met and maintaining strong business relationships.
- Establishment of relationships with real estate agencies, developers, property companies, REITs (SOCIMIs), and other market agents, with the aim of acquiring real estate products for the company's use.
- Leadership of the city team, assuming responsibility for supervising the work of colleagues and guiding the work towards the company's development with optimal resources.

**JBR Centre of Excellence Team Member, Price Waterhouse & Coopers,
Málaga (jan. 2023 – aug. 2023)**

- Approval of JBR Independence, taking into account the restrictions and standards of the company. Analyzing and checking key-third-party contacts and accounts. The objective was to identify any external influence that could affect the independence of the audit.
- Distribution of Independence and Audit Tasks Within the Team. Organizing and assigning tasks related to independence and auditing to team members is important to ensure that audit objectives are met within the established timeframe.
- Study and Analysis of Expenses in Client Financial Statements. Analyzing expenses in client financial statements is part of the audit process. This involves a detailed review of financial records to assess the accuracy and legality of reported expenses.

Event organizer assistant, Firefly, London (jan. 2020)

- Assistant for Stand Preparation at BETT 2020 Education Technology Congress. Assisting in the preparation of a booth or stand at the BETT 2020 Education Technology Congress.
- Allocation of Different Roles for Those Present and Assistance in Stand Design. Allocating various roles for those attending and helping with the stand's design.
- Reception of Clients and Product Sales. Welcoming clients and promoting/selling the product.

Education

Master in Business Administration (2024 – current)

EAE Business School

Protocol and Events Management (2020-2024) Universidad

Camilo José Cela (Madrid), online.

LYDES Program (2022)

San Telmo Business School (Málaga)

Primary Education Degree (2019-2022)

Universidad de Málaga, FLE specialist

Additional training skills

Cambridge Advanced Certificate (C1)

Alliance Française DALF B2

Permiso B de conducir

"Despiertoos" Communication Program (2018)

- Development of coherent speeches in terms of message, body language, and vocal intensity. Utilization of visual aids in speeches and their prior selection.
- Writing written messages, following discourse structures based on the objective of our message.

"Artificial Intelligence" Course by PwC (2023)

- Recent developments in artificial intelligence and its potential applications in daily life, the professional sphere, and within the field of auditing. Market evolution.
- Data collection through Big Data for generating responses in applications such as Chat GPT, Stable Diffusion, or Dall-e.

"Leadership Skills and Team Management" Course (2023)

- Conflict management in high-stress and high-pressure situations, including decision-making.
- Interactions among team members through emotional intelligence. The ability to enhance the development of peers through intrinsic motivation in work and work-life balance.

Real Estate Investment Management (2024)

- Analysis of financing and leveraging strategies to maximize the potential of real estate investments.
- Real estate market research and trends analysis to understand different local markets and the potential evolution of a property.

IT Programs skills

- Python
- Power BI
- Adobe: Illustrator, Photoshop, InDesign
- Microsoft Office 365
- Google Ads
- Meta Ads
- Google Tools
- Chat GPT