



ID-58788 Vanina

Sales Manager & Key Account Manager

With 20 years of experience in multinational companies developing Business and Sales, managing Key Corporate Customers and implement improvements in different Business Units, cost efficiency to ensure successful execution of the Projects with focus on customer centricity, NPS, Digital Transformation and AOP targets. Business Develop in different industries.



PROFESSIONAL EXPERIENCE

EDUCATION

Postgraduate Business Expert - Business Management and Administration – The Power MBA

2020 – 2021

Master International Relations - University of Bologna Italy

2002-2003

Bachelor`s Degree in International Relations - University of Salvador- Buenos Aires - Argentina

1993 – 1999

LANGUAGES

Spanish Native

English: B2

C1 Advance in progress

Italian: Native

Portuguese: Basic

SKILLS

Negotiation	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Drive for Results	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Teamwork	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Team management	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Analytical and Communication	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Agile Methodology	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Decision making	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Proactivity	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>

INTERESTS

Healthcare
Travel
Cinema
Music
Reading

AWARDS WON:

Bupa Awards Valores y Excelencia: "Everyday Hero".
Bupa Awards Valores y Excelencia: Campaign Design "Good people, Good times".

From March 2021 Care4You

Business Development Manager

Drive growth of Care4You, manage and develop key clients relationship, country´s key representative to all relevant external and internal stakeholders.

- Lead the development and implementation of the commercial strategy
- Plan and lead strategic business development initiatives and uncover profitable areas of growth across B2B-B2Cç
- Developed strategy for expanding scope of existing contracts and identifying the new business opportunities.
- Manage the national hospital portfolio and public health care

Jan 2007 – Feb 2021 SANITAS (BUPA Group)

National Sales Manager, Key Account Manager

Responsible of de Sales for all Spain through the Sinergies Programm, mainly with commercial network of Sanitas Insurance. Around 750 salesman, 750 freelance agents, 100 franchises, other distribution agreements and 250 Call Center´s agents.

- Management and promotion of the Commercial Portfolio
- Leading and executing strategic projects across different areas as implement improvements and programs in the three main services of the company.
- Implementation of KPIs and Dashboard. Guarantees to meet the company standards in terms of Pricing policy.
- Project development and implementation of the new home delivery service, overseeing new product and market introductions, sales training programs and attendance at key industry congresses and meetings.
- Monitor sales revenue targets and growth on a monthly basis, promptly discussing pricing analysis findings with sales team and agreeing on actions to maintain growth, turnaround negative growth and seek new opportunities.
- Development with other Business Units of the Group: Hospitals, Dental and platforms. Tender business for institutional stakeholder (public and private hospitals).
- Advice and orientation of the client's needs: Personalized advice to customers and prescribers.
- Exhaustive knowledge of the market and competition in the sector.
- Maintenance and updating of the commercial portfolio in the Resiplus and CRM Dynamics programs.
- Participation in cross-cutting work groups: Stream Dementia, BIG activities in residential centers, trainer in the Everyday Hero program.
- Health Insurance crossover sales

Jan- Nov 2006 BBVA, Strategic Accounts Manager

- Commercial advisor in banking products, especially pension plans in Madrid branch.
- Marketing of the different financial products of the entity.
- Client portfolio management: Management of Large Clients and personalized attention of accounts.

Jan- Dec 2005 SERVIED, Secretary to the Director

- Assistance to the Director of the Department: Coordination of trips and meetings, taking minutes of the meeting agenda. Bilingual Secretary.
- Organization of events and work agenda, establishment of protocol.
- Elaboration of commercial offers.

2002 Dental Clinic (Italy), Management Secretary

- Customer Service and reception of visitors
- Invoicing and Supplier Management
- Personnel management, follow up of accidents at work and sick leave processes

1999-2001 PORTOFINO, Sales and Purchasing Manager

- Responsible for commercial, financial and public relations of the largest national chain of Pharmacies and Perfumeries.