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EXECUTIVE PROFILE

Proven experienced Commercial Director leading high-performance multidisciplinary B2B sales teams within multinational financial and services corporations. Expert in business transformation and development, with the strategic vision and adaptability required to keep organizations at the forefront of highly competitive and complex sales environments.

Revenue responsibility: €340M. Assets under management exceeding €1B

Proven track record in transforming and professionalizing commercial teams, driving sustainable growth in both Revenue and ROE, minimizing risk, and generating added value for clients through a global strategy supported by clearly defined processes, governance, and accountability. Committed leader focused on operational efficiency and cross-functional optimization across the organization.

CORE LEADERSHIP COMPETENCIES

Executive Committee Member | Corporate Governance | Commercial Director | P&L Optimization | Forecasting | Change Leadership | Post-Merger Integration | Commercial Planning | Sales Team Transformation | Business Development | Results-Driven Leadership | Strategic Pricing | International Commercial Strategy | Trust Builder | Team Integrator

KEY ACHIEVEMENTS

Sustained commercial performance to 115% annual target achievement | Profitability improvement with direct +3% ROE impact after commercial strategic redesign | Profitable corporate segment penetration growth exceeding 10% over three years | Creation and launch of new business lines with positive impact on Revenue and RONE | Strategic integration of business & commercial teams during multinational merger processes | +10% NPS improvement and professionalization of consultative sales model

PROFESSIONAL EXPERIENCE

Head of Commerce, Ayvens Spain Mobility Solutions (Societe Generale Group)

2024 - 2026

Executive Committee Member. Commerce Director of International Clients, €300M revenue, assets > €1B

- Designed and implemented the annual Sales Plan: budget, resource allocation, organizational design, dashboards, KPIs, targets, and incentive schemes
- Led the ALD–LeasePlan merger integration project: analysis, preparation, and execution of commercial and business team integration, coordinating with Executive Committee members
- Redesigned the commercial structure, methodology, and go-to-market approach. Positive impact:
 - Strategic alignment with corporate structure and value proposition
 - Increased productivity through structured KPIs and sales methodology
 - Operational process optimization and enhanced pipeline control
 - Financial impact through strategic pricing and +3% ROE improvement
- Strategic coordination and reporting with Headquarters (HQ); leadership liaison between local commercial teams and HQ

Head of Corporate Sales, ALD Automotive (Societe Generale Group)

2021 - 2024

Head of Multidisciplinary Corporate Sales Team (Large & Mid Corporate Clients). €340M revenue, assets > €1B

- Developed performance dashboards, targets & incentive plans
- Led and motivated commercial teams, anticipating corrective measures to ensure target achievement
- Coordinated key negotiations and business strategy with HQ
- Designed and implemented value-added tools: *Business Review*. Impact: optimizing consultative sales processes and enhancing brand positioning
- Target achievement: 2021: 100%; 2022: 101%; 2023: 110%
- Corporate segment penetration increased by more than 10% over three years

Sales Director, Arval Service Lease (BNP Paribas Group)

2016 - 2021

Executive Committee Member. Head of Multidisciplinary Corporate Sales Team. €250M revenue, €800M assets

- Developed annual Sales Plan including budget, market analysis, competitiveness assessment, organizational design, dashboards, quality criteria (NPS, NPE), and cross-selling initiatives with BNP and Caixabank
- Designed annual objectives and incentive plans
- Created and launched *Arval Outsourcing Solutions* (service outsourcing model): improved client retention, increased Revenue and RONE
- Designed and implemented *Smart Approach*, a structured value-based commercial methodology supporting clients' transition to sustainable mobility.
 - Professionalized sales teams
 - Strengthened brand positioning
 - Increased client retention and competitive barriers
 - Improved RONE
- 2020 target achievement: 115%
- NPS improvement: +10% (2020 vs. 2019)

PREVIOUS ROLES

- **Director Business Consultancy**, Arval Service Lease (BNP Paribas Group) **2013 – 2016**
- **Director Strategic Accounts**, Arval Service Lease (BNP Paribas Group) **2011 – 2013**
- **Business Manager**, Arval Service Lease (BNP Paribas Group) **2008 – 2011**
- **Key Account Manager**, Europcar Mobility Group **2002 – 2008**
- **Finanzas y Admon. Ventas**, Europcar Mobility Group **1998 – 2002**

EDUCATION

- Executive MBA: Escuela de Negocios y Dirección. Especialidad Dirección General
- MBA: Universidad Europea M.C.
- Bachelor's Degree in Business Administration, Universidad Complutense de Madrid
- Herramientas digitales

LANGUAGES

- **Spanish**, native
- **English**, full professional proficiency