

JORGE

DIRECTOR COMERCIAL

47 años y residencia en Guadalajara

PERFIL

Over 20 years' sales experience within the industrial & specialty mineral market, responsible today of the commercial department at Sepiolsa, the Clay Division of Minersa Group, a family, dynamic and international group with sales all over 500 million worldwide. Sepiolsa is a leading manufacturer of specialty clays giving solutions to business-to-business and consumer markets,- Paints & Coatings /Construction /Oil & Gas /Bitumen & Asphalt /Bleaching, Refining & Fluids Purifications /Animal Health & Nutrition and Cat Litter-. Responsible for defining, executing and monitoring the organization's business plan and commercial strategy across the different business segments and territories, taking full ownership on KPIs and results.

EDUCACIÓN

Universidad de Alcalá

Bachelor of Business Administration (B.B.A.)
1996 - 2001

Universidad Nebrija

Master of Business Administration (MBA)
2001 - 2002

The University of Dallas

Master of Management
2002 - 2003

Esade

Executive Master en Marketing y Ventas
2019 - 2021

EXPERIENCIA LABORAL

SEPIOLSA

Director comercial / CCO

ene 2017 - actualidad

Azuqueca de Henares, Castilla-La Mancha, España

Taking responsibility of the Commercial department, leading the Sales & MKT activities across all business segments and territories in Sepiolsa:

- Sepigel: Bleaching Earths & Purification
- Rheoplus: Rheology & Functional Additives
- Sepifeed: Mycotoxin Adsorbents & Other Feed Additives
- Volcangel & Sepisorb: Industry Solutions
- Sepicat: Cat Litter

Different responsibilities of the position include:

- Develop the Company's business plan taking full ownership on KPIs and results.
- Plan and execute the sales and Go-to-Market strategy.
- Lead and support negotiations with key accounts, distributors and other stakeholders
- Identify new business opportunities in accordance with the Company's business plan to continue and assure the company's growth.
- Define and implement the organizational structure of the sales and administrative department.
- Lead and motivate the team under responsibility.

Product Manager - Cat litter division

nov 2007 - dic 2016

Azuqueca de Henares, Castilla-La Mancha, España

Sales Manager for the consumer division of the Group in domestic and international market.

Responsible, in conjunction with the Commercial Manager, for the definition of the Annual Sales Budget, General Sales Conditions, Distribution Policy and Marketing Plan.
Analysis and monitoring of KPIs and business results.
Responsible for providing technical support to the sales team and distributors.
Conducting market research, identifying insights for new product developments, market trends and evolution.

Sepiolsa France

Administrative Officer

nov 2004 - oct 2007

Labenne, Nueva Aquitania, Francia

- Programme, coordination, procurement and control of raw materials and consumables of the centre.
- Management of the documentation for the necessary clearance of imports of products and raw materials
- Generation of purchase orders, planning, management of transportation and dispatching of the products.

Contrôleur de gestion

oct 2003 - oct 2004

Saint-Germain-en-Laye, Île-de-France, France

- Oversight and internal control of the company's annual accounts.
- Definition, development and implementation of reporting systems with the Group's Headquarters

IDIOMAS

- Inglés: Competencia profesional completa
- Francés: Competencia profesional completa
- Castellano: nativo