



PROFESIONAL EXPERIENCE

RASTREATOR

Madrid, Spain

Key Account Manager & Business Developer

Nov 2021 - To date

Key Account Manager of the different partners (+35), Product Owner of comparators/aggregators (+4) and Business Developer.

- Continuous relationship with insurers and monitoring of KPIs. Review and update of agreements with partners
- Identification of improvements and solutions for the growth of the current business and development of new business channels
- Provide support to the team in coordination with the rest of Rastreator's transversal departments (Marketing, Business Intelligence, IT, Data...) and monitoring of internal projects
- Participation in meetings and committees, and direct reporting of results to C-Suite Level

DELOITTE DIGITAL

Madrid, Spain

Senior Strategy & Business Consultant

Sep 2019 - Nov 2021

Senior Business Strategy and Marketing consultant focused on generating high-impact results in different industries.

- Management of clients and projects, identification of business opportunities, development of initiatives and preparation of proposals. Includes strategic planning (definition and transformation of processes) and application of agile methodologies
- Design of business solutions based on impact/cost, capture of new lines of income and planning of marketing and customer strategies. Definition of relationship models, governance and measurement systems

BRAINY COMMERCE

Madrid, Spain

Account Manager Intern

Jan 2019 - Apr 2019

Sales and positioning consultant focused on promoting business growth in marketplaces; Business understanding and development of sales strategies; Customer prospecting and conversion, and optimization of business results.

HAVAS MEDIA GROUP

Madrid, Spain

Strategy and Insight Account Intern

Summer 2017

Strategic planning and support to the accounts and market research team (benchmarking, offering, targeting and branding).

BNP PARIBAS

Madrid, Spain

Marketing Product Manager Intern

Oct 2016 - Apr 2017

Responsible for operational marketing of investment products and services; Planning, analytics and monitoring of results.

McCANN ERICKSON

Manchester, United Kingdom

Account Executive Intern

Summer 2016

Rotation program in the different areas of the partnerships and commercial department and multidisciplinary basic management.

EDUCATION

ESIC BUSINESS & MARKETING SCHOOL

Madrid, Spain

Double Degree (bilingual) in Business Administration and Marketing and Sales Management

2014 - 2019

FLORIDA INTERNATIONAL UNIVERSITY

Miami, United States

Exchange Program - Business Administration and Marketing

2017 - 2018

INTERESTING INFORMATION

PERSONAL DEVELOPMENT: Insurance Intermediaries Course - B (In progress); ThePowerMBA (Future Leaders Program); Customer Experience Management Certification (SandSIV+); Blockchain Course (IBM); Digital Marketing Online Course (Google); Leadership Program for Entrepreneurs (Yale University); Young Potential Development Program Course (YPD Institute); E-commerce Course (ESIC); Critical and Strategic Thinking Course.

INTERNATIONAL EXPERIENCE: One year studying in Whistler (**Canada, 2012**); three months of internship in Manchester (**United Kingdom, 2016**); and a year studying at Florida International University (**United States, 2018**).

VOLUNTEERING: Experience as a volunteer (**Sri Lanka, 2015**) in an orphanage and nursing home of the Missionaries of Charity; Soccer coach at Whistler Youth Soccer Club (**Canada, 2012**).

OTHER INFORMATION:

- **IT / Computer skills:** Trello, Slack, Azure, Jira, MicroStrategy, Internal tools, ... Word processors, agenda, spreadsheets, and presentations. Quick ability to learn and adopt internal applications of organizations.
- **Class delegate** for two consecutive years at the university
- **Outside of work:** Sports and outdoor activities (skiing, paddle tennis, scuba diving, soccer, etc.). Family and friends. Traveling and discovering new places and cultures. Reading and keeping up to date (economy and marketing, market and customer trends, technology, etc.)
- **Plus:** Driving license B1; Recreational Boats Skipper; PADI Scuba Diving - Dive Master