

Curriculum Vitae

PERSONAL INFORMATION **Marta Ureta Valer**



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-  Nacionalidad española

Bachelor degree in Bilingüal Business Administration (English)

PROFESSIONAL EXPERIENCE

04/2024 – 11/2025 **On Trade RGM Analyst, Financial department, Mahou San Miguel**



- Strategic **analysis of commercial and financial data**, providing support in the definition of prices, promotions, assortment and commercial conditions.
- Preparation of **diagnoses** based on **sell out** information to identify main pain points (main drops in volume, net sales, numerical distribution, turnover, referencing average, % of commercial conditions).
- Preparation of specific **promotional plans** that ensure compliance with budget objectives, depending on whether the objective sought is to attract new clients, rotate a certain reference or referencing new products.

03/2021 – 03/2024 **Revenue Management Analyst, Financial department, Campofrio Food Group España.**



- Analyzing the results of **the mix management methodology** (market momentum, fair share, brand development index, weighted and numeric distribution) to be able to generate proposals to diverse teams (such as the commercial team) by identifying which SKUs should be further promoted in different clients and/or channels where growth opportunities are identified.
- Performing **portfolio optimization** analysis (volume, profitability, direct losses, rotation, regional importance, production complexity, improper shrinkage, logistics complexity, minimum production batch) in order to present the organization a “hot SKUs list” with impactful portfolio optimization recommendations (what products to rationalize).
- Performing **portfolio strategy** matrix: positioning all company categories into build, growth, maintain and returns quadrants, based on the market attractiveness and the relative strength of each category.

03/2015 – 02/2021 Pricing Analyst, Commercial department, Pernod Ricard España.



- Analysis of **real prices** at the end of each month and monitoring **deviations** through automated Excel files.
- Monthly **sell in report** of volumes by markets, customers and brands using the BI (Qlikview).
- Annual **budget and analysis of deviations** through three annual forecasts, that help in the decision making process.
- Management and analysis of **client's tariffs**, supporting the entire sales force (On Trade and Off Trade channel).
- Pricing quotes and development of new products (product registrations and new products to be developed, analyzing margins).
- Price tracking through **minimums of consistency**.
- **Development** and implementation of the **software SIGES** for the management of pricing waterfalls.
- Annual **increment of tariffs**.
- Loading customer conditions within the international pricing tool; analysis of final results and P&Ls by channel, client and brand.
- Transversal work with other departments. Nexus with the financial, commercial and marketing departments.
- Monitoring the scholarships of the pricing department.

09/2013 – 03/2015 Accountant, Financial department, Securitas Direct España

Verisure Scholarship Program + Temporary contract



- **Invoice accounting** with Microsoft Dynamics Navision
- Preparation of **payments** to suppliers
- **Provisions and reversals**
- Bank **reconciliations**
- Accounting **closures**

EDUCATION

DEF.- 03/2015 – 03/2016 Master in Economic-Financial Management, CEF, Madrid.



10/2007 – 02/2013, Bachelor Degree in Bilingüal business administration
URJC, Madrid.

- 2010-2011 Erasmus Program, Università Degli Studi di Roma Tre, (Roma, Italia)
- 2012-2013 Munde Program, Hangzhou Dianzi University (China, Hangzhou).

PERSONAL COMPETENCES

Languages

(comprehension, spoken and written)

- Spanish (Mother tongue)
- English C1 - Cambridge Certificate in Advanced English (CAE)
- Italian C1
- French B1 - French Institute (B1)

Computer Skills

- Office (advanced user, especially Excel)
- ERP: Microsoft Dynamics Navision, JDE (Oracle)
- Multidimensional Data Base systems: Essbase, Board
- Business Intelligence: Qlikview, Pospotential, Tableau, OBIEE, Salesforce
- Geospatial intelligence: Alteryx Designer

Driving License

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