



Alberto P.

Key skills



- Business development
- Team building
- Sales processes
- Marketing acumen
- Funnels / Metrics



Computer skills

- CRM's
- SEO/SEM
- E-commerce
- MSOffice



Achievements

- Top3 Team Managers** Iberdrola
4 months
- Rank 1 gasNatural office**
8 weeks
- Rank 1 EdE distributors**
6 times (+1000 clients/week)
- National sales record** Radius.
5 weeks (+12% avg)

Native

Native

C1+

B1

Education

Business Administration. UPV Valencia. 1999-2003. First cycle.
European Social Fund Diploma: 'Young entrepreneurs'. 2003.
CEEI Castellón. 'Benchmarking'. 50h. 2005.
Digital Marketing. Google IAB. 40h. 2016.
Web analytics. EOI certified. 40h. 2016.
E-Commerce. EOI certified. 40h. 2017.
Business Analytics for Data-Driven Decision Making. Boston University (Online)
Seminaries UPV. 'Financial markets'. 'Digitalization'. 'Business law'.
Certificate in **Advanced Communication Skills.** International House. 2019

2019



Head of Sales - International House. Madrid.

- Redesigning customer service process and sales cycles.
- Growing, training and motivating the front-desk and sales teams.
- Product design. Commercial communications. Benchmarking.
- B2B agreements & bids (LE & public sector).

2018



Expansion Director - RE/MAX. Madrid.

- Rebuilding the premium real estate sales team from 4 to 18 members.
- Sales training, motivation, reviewing customer journey.
- Prompting strategic partnerships: new developments / commercial.

2017



Country Sales Manager - Radius Payment Solutions. Valencia.

- Recruitment and management of field sales & call center teams.
- Telesales training. Monitoring KPI's. Inbound marketing.
- Designing new SME accounts acquisition plan with Marketing.
- Redesign of customer care and after-sales processes.

2017



Sales Manager (Corporate) - Cabify. Valencia.

- Driving the Valencia sales team to achieve targeted KPI's.
- Sales funnel. CRM's: Tableau / Pipedrive.
- Key accounts management.

2016



Country Manager - ESSENS World. Valencia.

- Opening of the new spanish branch.
- Contracts negotiation with suppliers and distributors.
- Recruitment (8 members staff).
- Logistics ~ Certification of products ~ Permits.

2013



Sales Manager. Ecologic construction company. Luxembourg.

- Defining strategy to boost online & offline sales.
- Pricing. Suppliers. Partnerships.
- Trade fairs and events.
- Sales support documents.

2006



Marketing & Outsourcing agency - Founder. Valencia.

- Clients: Orange, Barclays, Endesa, Movistar, EdE...
- Recruiting and monitoring a national network of +60 agents.
- Field marketing, GPV's, telesales.
- Key accounts management.

2004



Area Manager.

- Opening of new commercial offices following the expansion plan.
- Budgeting. PL reports. Forecasts.
- Incentive schemes and internal promotions.

Team Manager. Castellón.

- Building and supervising a 5 members sales team.
- Acquisition and retention campaigns within the assigned territory.
- Reporting to the Area Manager.

2003



Sales Executive, Iberdrola. Valencia.

- Customers acquisition and retention SME segment.
- Field marketing actions.