

# JAVIER GARCÍA

Sales Director | Fitness Clubs management



## PROFILE

Fitness specialist with flexibility to perform different roles and work in different locations.

Passionate strategist. Effective communicator and motivator.

Good data analyst.  
Optimistic, honest and reliable.

## CONTACT

## LANGUAGES

- English - Fluent
- Spanish – Native
- Catalan - Fluent

## CORE SKILLS

- Natural Leadership
- Winning mindset
- High energy
- Data analyst
- Conflict resolution

## IT KNOWLEDGE

- ProviSport
- Magicline
- Microsoft Office
- Google Business

## EDUCATION



### Economics and Business Administration

UNED - Madrid, Spain.

## EXPERIENCE



### WESTERN EUROPE SALES MANAGER

RSG Group, Dec. 2022 – Present <http://www.rsggroup.com>



### Key Responsibilities

- Sales Manager for Premium Brands in France, Spain and UK (Heimat, John Reed and Holmes Place)
- Direct management of the sales teams
- Hiring process
- Training and sales manual creation.
- Pricing and promotions
- KPIs setting and Data analysis
- Target setting
- Bonus and Commission scheme



### GENERAL MANAGER

ActivaClub Jerez, Dec. 2021 – Dec. 2022 [www.activaclub.es](http://www.activaclub.es)

### Key Responsibilities

- General management in a premium health club
- Management of 70 people and 7500 customers
- Events arrangement
- Partnerships
- Financial forecasting
- P&L account



### OPERATIONS MANAGER

Crimasa Gestión, 2020 – 2021 [www.crimasagestion.es](http://www.crimasagestion.es)



### Key Responsibilities

- Responsible for the full business in Spain
- Management board member
- Recruiting and training
- Operational marketing
- Partnerships
- Pricing and promotion
- Targets setting
- Financial forecasting



## **SALES DIRECTOR**

Holmes Place Spain, 2018 – 2019 [www.holmesplace.es](http://www.holmesplace.es)

### **Key Responsibilities**

- Sales Director for Spain premium clubs
  - Management board member
  - Direct management of the sales teams
  - Hiring process
  - Training
  - Pricing and promotions
  - KPIs setting and Data analysis
  - Target setting
  - Bonus and Commission scheme
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## **IBERIA HEAD OF SALES**

Virgin Active Iberia, 2016 – 2018 [www.virginactive.com](http://www.virginactive.com)

### **Key Responsibilities**

- Head of sales for Spain and Portugal premium clubs
  - Management board member
  - Direct management of the sales teams
  - Hiring process
  - Training
  - Pricing and promotions
  - KPIs setting and Data analysis
  - Target setting
  - Bonus and Commission scheme
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## **CLUB MANAGER**

Virgin Active, 2015 – 2016 [www.virginactive.com](http://www.virginactive.com)

### **Key Responsibilities**

- General management in a premium club
  - Management of 60 people and 3500 customers
  - Events arrangement
  - Partnerships
  - P&L account
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## **SALES MANAGER**

Virgin Active Madrid, 2012 – 2014 [www.virginactive.com](http://www.virginactive.com)

### **Key Responsibilities**

- Sales management
- Hiring, Training and team motivation
- Local Marketing
- Pipeline analysis



### **SALES CONSULTANT**

Grupo Planeta, 2010 – 2012 [www.planeta.es](http://www.planeta.es)

#### **Key Responsibilities**

- Cold sale of education courses
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### **WAREHOUSE MANAGER**

Grupo Pastor, 2007 – 2010

#### **Key Responsibilities**

- Warehouse team management
  - Suppliers and customers management
  - Stock management
  - Billing, packaging and daily shipping
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### **SHIFT MANAGER**

CARO SL, 2001 – 2007

#### **Key Responsibilities**

- Shift responsible of footwear manufacturing
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### **PERSONAL TRAINER – GROUP TRAINER**

ALGAR FITNESS, 2005 – 2012 [cdalgar.es](http://cdalgar.es)



ONE WELLNESS CLUB – 2010 - 2012

HERMES GYM, 2000 – 2004