

## **ID-42650**

Address: P.C. 28010 Madrid, Spain

**Sales & Marketing Executive with 14+ years of experience** in B2B strategy and business development, planning, integrated communications and global events, PR and demand generation activities. Strategic thinker. **Other Specialties:** Brand Management, commitment, entrepreneurial creativity and agreements with third parties as partners and associated brands.

**Languages:** English (Bilingual), Spanish (Bilingual), Portuguese (Bilingual), Italian (Advanced), Russian (Advanced), Bulgarian (Native)

### **Work Experience:**

#### **2017-2019, Global Senior Partner & Marketing Manager at BA Glass Group (Leading Team of 8 members)**

- Defining and implementing the Group Marketing Strategic Plan
- P.R. & Digital Transformation Lead
- Negotiations management with Top 20 customers and partners, Group level with focus on Revenue and Margin growth
- Identifying new potential customers and the strategic approach for new channels
- Global Partner & Retention Program Lead
- Analysis and evaluation of new markets to guarantee the constant and consistent growth of the business

Achieved: increasing the efficiency of the annual negotiations by 8%. Analysis and improvement of the current objectives according to previous results.

#### **2015-2017, Global Partner & Marketing Manager at NEC (Leading Team of 4 members)**

- Partner Management in the SDN/NFV field
- Definition of common sales pipeline for joint solutions focused on B2B customers and Governmental Offices
- Creation of Global Partners Program and definition of its direct impact to the business
- Brand awareness development and PR
- Definition and implementation of joint marketing campaigns

Achieved: increasing the number of partners by 20% and the joint solutions by 15%, including the brand awareness and closed business opportunities for Smart Cities in England, among others.

#### **2008–2015, Sales & Marketing at BlackBerry**

##### **2013-2015, Business Development Manager Europe**

- Managing the portfolio of existing B2B customers and partners
- Definition of long term strategic objectives of the organization
- Building relationships with key customers
- Identify business opportunities so to become closed deals for the company
- Presenting services or devices to new customers, including C-level representatives

Achieved: increase the invoicing to B2B customers by 10%.

##### **2010-2013, Sales & Marketing South West Europe**

- High-level dialogue and alignment with the marketing strategy
- Brand awareness strategy development, PR, budget allocation and monitoring
- Marketing campaigns (ATL, BTL & digital) development, management and follow up of the execution
- Sales offers definition, negotiations with internal managers/teams and customers so to increase the sales opportunities
- Definition and implementation of incentive campaigns, programs and promotions for B2B and B2C customers
- Management of corporate and customer communications and Global events, also as digital and partners involved

Achieved: 25% increase in market share, generating a 20% handheld sales increase of devices BlackBerry and service activations compared to previous quarters (Q4FY11).

#### **2008 - 2010, Marketing Manager, Telefonica and Orange Business Unit at BlackBerry**

- Brand awareness development and PR
- Trade Marketing strategy management, also as channel incentive programs and related activities such as corporate events
- Design and implementation of channel incentive campaigns, programs and promotions
- Budget allocation and supervision, also as contracts with partners: Facebook, among others.
- Management of corporate and customer communication B2B and B2C

Achieved: 20% increase in market share, generating a 15% handheld sales increase of devices BlackBerry and service activations compared to previous quarters (Q3FY10).

#### **2005 - 2008, Sales & Marketing at K&K Electronics for Samsung**

- Brand awareness development and PR, also as budget allocation and monitoring of its execution
- Marketing and communications strategy, local and international level(Balkans region)
- Design and implementation of channel incentive campaigns, programs and promotions
- Development of pricing strategies, considering company's objectives and the current situation of the market
- Developing and maintaining strong C-Level relationships within existing and new accounts
- Managing overall business relationship for assigned account
- Assigned revenue targets for new business from existing customer

Achieved: 16% increase in market share, compared to previous quarters (Q3FY7).

#### **2003 - 2009, International PR in ELYA - Youth Bulgarian NGO**

- Bureau Member of ECOSY, European Youth Organization in the European Parliament, Brussels in representation of the organization and support of actions, campaigns, position papers and proposals.

Achieved: brand awareness and total number of members increase by 15%

#### **Education and Training**

2016 - 2017, Executive Program for Management Development, ESADE Business & Law School Madrid, Spain & HEC Business School Paris, France

2015, Bachelor Degree in Business Administration & Management, IBS University, Bulgaria

2015, Marketing Excellence Course, University of Pennsylvania – The Wharton School, USA

2013, Global Sales Strategies for Ambitious European Firms Course, ESADE Business & Law School Madrid, Spain

2011, Sales Excellence Course, BlackBerry EMEA

2004, High School Languages, Sofia, Bulgaria

#### **Skills and Competences:**

Microsoft Office, CRM, ERP, SAP Salesforce

Executive Team Time Management to 75+

employees Multicultural environment

Communication skills

Results oriented