

# JOSEP SEGURA VIDAL

## SALES DIRECTOR | COMMERCIAL & BUSINESS DEVELOPMENT LEADER

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### EXECUTIVE PROFILE

Senior international sales executive with more than 15 years of experience leading commercial strategy, business development, and high-performance sales teams across Europe and the Americas. Proven track record in industrial engineering environments (fine chemical, oil & gas, petrochemical, nuclear, heavy industry, pharma, food & beverage, waste management), managing complex accounts, opening new markets, and driving sustainable revenue growth beyond short-term figures. Recognized for strategic vision, consultative selling approach, and strong people leadership.

### CORE SKILLS

PGo-To-Market Sales  
Transformation Growth  
Strategy

Europe, MENA & Americas  
Distributor Networks &  
Global Accounts

Oil & Gas  
Petrochem  
Nuclear & Heavy Industry

### LANGUAGES

**English: Fluent | Spanish: Native | Catalan: Native | French: Professional proficiency | Italian: Professional proficiency**

### PROFESSIONAL EXPERIENCE

#### **KITZ Corporation of Europe – Barcelona, Spain**

Commercial & Sales Director | 2021 – Present

- Define and execute the European commercial and sales strategy, aligning growth objectives with long-term corporate vision.
- Lead and mentor multicultural sales teams, fostering a performance-driven and collaborative culture.
- Lead and manage a multidisciplinary commercial organization of 11 people, including Back Office, Front Office, Area Sales Managers (ASM) and Marketing, ensuring full alignment between sales execution, customer support and market strategy.
- Drive business development initiatives, expanding market presence and strengthening strategic customer relationships.
- Oversee key accounts and complex negotiations with EPCs, end users, and distributors across EMEA.
- Deliver consistent growth by combining strategic planning, market intelligence, and consultative sales.

Area Sales Manager | 2018 – 2021

- Established, developed, and expanded KITZ's customer base across Sweden, Norway, Finland, Denmark, France, Italy, and other EMEA countries.
- Managed distributors and direct accounts, increasing brand penetration in highly competitive industrial markets.
- Coordinated technical and commercial activities to ensure customer satisfaction and long-term partnerships.

## **I.M.I. – International - Tulsa, OK, USA**

International Sales & Service Manager |  
2013 – 2018

- Managed international sales teams across North America, South America, and Europe.
- Developed global sales strategies and coordinated regional execution to maximize revenue and margin.
- Strengthened global key account management and cross-regional collaboration.
- Expanded Latin American markets by launching and overseeing key projects in Venezuela, Colombia, and the Caribbean, adapting commercial strategies to local needs and fostering regional partnerships.
- Led the implementation of market-tailored solutions, ensuring effective project execution, operational alignment and the creation of long-term, recurring revenue streams.

## **ROARK TOOLS – Houston, TX, USA**

Sales & Service Manager | 2010 – 2013

- Launched a new regional office and developed local business across Deer Park, La Porte, Galveston, Lake Charles, and Corpus Christi.
- Built customer portfolios in oil & gas and industrial sectors from the ground up.
- Achieved rapid market entry through direct sales, relationship building, and local market expertise.

## **GRUPO MASA – Tarragona, Spain**

- Project Manager | 2008 – 2010
- Managed projects for Nuclear and Oil & Gas / Petrochemical industries across Spain. Coordinated technical, commercial, and operational stakeholders to ensure project delivery on time and within scope.

## **JETYD Corporation – Mahwa, NJ-USA**

- Area Manager - PM in charge of South Europe Markets | 2003 – 2008  
Managed markets & projects for Petrochemical industries across South Europe (mainly Italy, Spain & Portugal). Liaison Officer between Jersey Office and EU.

## **Europea de Mantenimiento Industrial – Cartagena, Spain**

- Promoted as Area Sales for the Tarragona Industry Hub | 2000 – 2003
- Maintenance and Turnaround Project Lead | 1998 – 2000
- Junior Maintenance Engineer | 1996 – 1998

## **EDUCATION**

### **Educación media**

Universidad Laboral de Huesca – Huesca, Spain

### **Bachelor of Science in Industrial Engineering**

Universidad Laboral de Huesca - Huesca, Spain

### **Specialization Course in Foreign Trade**

Cambra de Comerç de Barcelona – Barcelona, Spain

## *ADDITIONAL INFORMATION*

- **Demand Planner – Forecasting, Procurement and Inventory Control/CEAM**
- Member of the Board of Directors and Executive Committee – KITZ Europe Corp.
- Full availability to travel internationally
- Driving license