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## Education

- Since 2014 Ph.D Candidate in Business Administration at the Media Management and Transformation Centre. Jönköping International Business School. Jönköping University.
- 2013 – 14 MScBA, Managing in a Global Context, Jönköping International Business School, Sweden
- 2012 – 13 Management Development Program – PDD, Instituto San Telmo, Málaga, Spain
- 1997 – 98 Degree in Foreign Trade and International Marketing, ICADE, Barcelona, Spain
- 92/3 - 93/4 Post graduate studies for Economic Counsellor and Public Bank Economist at CECO, Madrid, Spain
- 1986/7 - 90/1 Bachelor in Law. Málaga University. Málaga, Spain

## Work experience

### **Marketing Director in Media Business**

Sept.04-Aug.13 Marketing and Sales Director at SUR Multimedia, **Vocento** (Media group, leader of the press market in Spain) in Málaga;

*Reporting to the Regional General Manager, leading a team of over 40 people, and in charge of the following areas for the region:*

- *Circulation and distribution*
- *Subscriptions and customer service*
- *Editorial marketing*
- *Communication and PR*
- *Pricing and on line paywalls*
- *PR, sponsorships, events and promotion*
- *Advertising sales*
- *Commercial organization*

*At a national level, project champion for Customer Service at Vocento, leading the design and implementation of a new CRM solution for subscribers.*

From Sept. 04 to Jul.09 only Marketing Director in the same company, and then promoted to Marketing and Sales Director (for the period Jul. 09 to Sept. 10).

Since Sept. 2013, on a sabbatic leave from Vocento for a period of 5 years.

### **International Marketing Manager in Fast Moving Consumer Goods Multinationals**

Jan.03-Sep.04 International Marketing Manager (EMEA + APAC) at **Arcor Group** (one of the world biggest confectionery manufacturers), at the regional head quarters in Barcelona;

*Reporting to the Overseas General Manager, and involved in:*

- *Marketing plans for the main markets in the region*
- *Strategic brand plans for the region*
- *Management of the marketing budget for the region*
- *Coordination of the R+D projects for the region*
- *Advertising and communication plans for the region*

Jul.99-Jan.03 International Marketing Manager at **Panrico Group** (Industrial Bakery market leader in Spain), Barcelona;

*Reporting to the International General Manager, leading a team of 3 people, and involved in the following areas:*

- *R+D coordination for export markets*
- *International brand development and management*
- *Marketing plans for the Greek and Chinese markets (localised markets)*
- *Marketing plans for the main export markets (Germany, France and U.K.)*
- *Project championship for the development in Spain of a new business line (fresh sandwiches)*

From Oct.01 promoted to Country Manager for France, Germany, Italy and Benelux, adding to the previous areas:

- *Sales budgets for the region*
- *Development of a new model for channel organization in export markets*

### ***International Relationships Manager at consultancy firm***

Jan.98-Jun.99 International Relationships Manager at **Grupo Bonmacor**, Barcelona; (consultancy company for over 20 foodstuff Spanish industrial associations (FEAD among them).

*Reporting to the General Manager, leading a team of up to 8 people, involved in the following areas:*

- *International promotional plans for the Spanish Confectionery Industry, Ice cream Ass. of Manufacturers and Spanish Vinegar Producers and Dealers*
- *Technical leadership for the Delegation of the Spanish Confectionery Industry at CAOBISCO (European Industrial lobby before the European Institutions)*
- *International consultancy for Spanish confectionery exporters*

### ***Market Analyst at public and industrial agencies***

Jan.96-Dec.97 Internship at the **Ministry of Economy, General Department of Commerce and Taxes**. C.O. Spanish Federation of Confectionery Manufacturers (FEAD), Barcelona

*Reporting to the General Secretary of the Federation. Involved in the following areas:*

- *Design and coordination of international promotional activities such as trade missions, seminars and trade fairs,*
- *Consultancy to exporting companies on trade procedures and international market opportunities,*
- *Technical support to the lobby actions of the industry before National and European institutions,*
- *International market research.*

Nov.94-Dec.95 Internship at the **Andalusian Regional Ministry for Trade and Economic Cooperation**. C.O. Andalusian Foreign Institute, Tokyo, Japan

*Reporting to the head of the Trade Office in Tokyo. Involved in the following areas:*

- *Identification of market opportunities in Japan for Andalusian exporting companies,*
- *Market analysis for mergers and acquisitions of Andalusian companies,*
- *Marketing guidance of Andalusian companies entering the Japanese market,*
- *Market research and market reports.*

## Additional qualifications

### Academic experience

- 2005-2013      Guest teacher at executive programs at **Malaga University** and **Instituto de Empresa, Madrid**; on
- *Media Business,*
  - *CRM and Direct Marketing in newspapers*
- 1999-2000      Guest teacher at **Escola Superior de Comerç Internacional (U. Pompeu i Fabra), Barcelona**; in:
- *International Market Research*
  - *International Marketing*
- 1990-1991      Pre-doctoral studies with research focus on International Public Debt and Law, at **Universidad de Málaga**, Spain

### Languages

Spanish	Native
English	Proficient, written and spoken
French	Advanced, written and spoken
Swedish	Basic. Currently learning
Italian	Basic
Japanese	Basic

### Other information

- Since 2014      Member of the Delegate Team of the Svensk-Spanska Handelskammaren in Stockholm
- 2009-2011      Member of the Managing Board of the Marketing Club of Malaga
- 1996-1999      Member of the Trade Committee at *CAOBISCO (European Cacao, Biscuits and Confectionery Industries' lobby before the European Institutions)*
- 1986-90        Speaker and director of different programs at COPE Radio Station, Malaga
- Hobbies: Literature, jazz, mountaineering and long distance running.