

RESUME

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Marital Status: Married

Place and date of birth: Madrid, January 7, 1967

Military Service: Fulfilled like volunteer in 1985-1986.



EDUCATION

Graduate in Chemistry (Agricultural and Food Industries). UAM.

Jun. 85-Jul. 90

Master in Business Administration (MBA) ICADE.

Oct. 93-Jun. 94

LANGUAGES

- **ENGLISH:** Fluent. High level
- **FRENCH:** M6 level of the French Institute of Madrid. Medium level

PROFESSIONAL EXPERIENCE

MARCA PROPIA

Madrid. March 2004 – Today

Consultancy and Formation of Branding, Communication and Professional Development.

Consultant and Management Trainer.

- Branding for Companies and Professionals.
- Improvement of communication abilities, presentations, negotiation and sales.
- Use of Marketing and Product Management tools..
- Training for learning and professional training.
- Training for learning and executive development.
- Creation and launching of the corporate web and elaboration of contents. www.marcapropia.net
- Creation of the Marca Propia Project.
- Introduction of Personal Branding concept in Spain

FUNDOSA ALIMENTARIA (ONCE GROUP)

Madrid. November 2002 – March 2004

Manufacture, Sales and Distribution of Bakery, frozen Pastry, Spanish omelette and Baker's

Position: Purchase and Logistic Director.

- Person in charge of the supplying of Raw materials, Packages and Services.
- Person in charge of the storage, transports and distribution of 3 factories.
- Planning of national deliveries with 12 regional Distributors
- Purchasing Negotiation volume: 3 Million Euros/year.
- Person in charge of 5 Bakeries in SABECO and MAXCOOP.
- People under my supervision: 18 in stores and 19 in warehouse.
- Assortment Definition in stores and Category Management.
- Creation of 3 New Bakeries in PLUS SUPERMARKETS.

LUCENT TECHNOLOGIES

Madrid. November 2000 - November 2002

Telecommunication Products and Services

Position: Project Controller (Project Management Dept.).

- Creation and Management of the Project Control Dept. in Spain (12 People).
- Managed Projects: Telefonica, Jazztel, Group AUNA, Alua, Broadnet, Abrared, Ola Internet.
- Risk and Deviations Analysis in the Project Plan. Elaboration of correction proposals.
- Coordination with Netherland of the Resources Mgmt. Projects in EMEA: PeopleSoft and Account4.
- Creation and Implementation of the economic control systems, HR and times of the Project Plans.

DIA S.A. (CARREFOUR GROUP)**Madrid. December 1995 – November 2000**

Supermarkets in Spain, France, Portugal, Greece, Argentina, Turkey, Brazil and China

Position: Product Manager (Purchasing).

- 1995-1997 Negotiation of Private Label assortment of Grocery and Drinks
- 1997-2000 Negotiation of Private Label assortment of Cleaning, Perfume and Hygiene Products.
- Negotiated Revenue: 100 Mill. Euros/year (more than 250 References). Annual growth up to 20%
- Marketing Actions Coordination (Price, Promotions, Research, etc) with each Category Manager
- Search, selection and negotiation of National and International manufacturers of Private Label.
- Study and design of the optimal package. Elaboration of texts and designs with the marketing agency.
- Cost, processes, management, production capacity and efficiency audit of Suppliers.
- Person in charge of the Assortment, Quality Specifications and Efficiency of Suppliers
- Teamwork Leadership and Project Management for the Product Development.
- Optimal Logistic Design, Order Planning and Service Control.
- Category Management, Definition and Implantation of the Private Label Assortment.
- Development of productivity projects, improvement and logistic optimization.

QUAKER OATS IBERIA**Madrid. June 1994 – December 1995**

Manufacture, distribution and sales of cereals (QUAKER) and sport drinks (GATORADE).

Position: Supply Chain Manager.

- Creation of financial and management reports for Brussels and Chicago.
- Development and implementation of an intranet for commercial management.
- Logistic management of the imports from Italy, England and U.S.A factories.
- Transport and Distribution Management of the product in Peninsula, Baleares and Canary Islands.
- Manufacture, Quality and Inventories Management of GATORADE in factories and warehouses.
- Elaboration of quarterly, annual and quinquennial budgets, estimations and reviews.
- Negotiation of raw materials, packages, transports and logistic offers.

REPSOL DERIVADOS (REPSOLYPF GROUP)**Madrid. Sept. 1990 – Sept. 1993**

Commerce of Oil Derivatives and Chemical Products.

Position: Supply Chain and Operations Technician.

- Import and export proceedings of terrestrial and marine transport.
- Coordination with our own Factories (6) External Plants and Refineries (4).
- Elaboration and computer processing of the annual budgets.
- Logistic and Supply Expert of Oil Derivative Products.
- Person in charge of negotiation of offers, transport costs and materials.
- Production Planning of the lines of coke, asphalts, sulfur and paraffins.
- Transport of raw materials: Trailer, 3 axes, gas bulks, asphalt and paraffins, vessels up to 8,000 Tns.
- Definition of the Technical Dept. (Logistic, Purchases and Operations) Strategic Plan.

COURSES AND SEMINARIES

- **Category Management.** Information Resources. (Nov. 2002)
- **Program/Project Business Requirements.** Lucent Technologies (February 5 -7, 2001)
- **Program/Project Requirements Management.** Lucent Technologies (January 15 -18, 2001)
- **Project Management Control.** Lucent Technologies (December 11-13, 2000)
- **Advanced Program/Project Management.** Lucent Technologies. (Nov. 27 - Dec. 1, 2000)
- **Category Management.** Rocafort Associates (June 1997)
- **Management of Purchases and Supplying.** Instituto de Empresa. (March 1997)
- **Finances for non Financiers.** Instituto de Empresa. (June 1996)
- **Introduction and Formation in Quality Assurance.** Lloyd's Register.(March 1993)
- **Nuevo Regimen de Trafico de Perfeccionamiento Activo.** Foundation Confemetal.(1991)
- **Techniques of Management and Leadership.** Repsol Oil.(1991)

COMPUTER SKILLS

- High level in Office programs and Internet.
- Constant use of the computer by work and hobby