

PROFESSIONAL PROFILE

- 16 years experience in **Business Development and Project Management**
- 9 years in **Digital Marketing & Marketing** managerial roles
- 5 last years as **founder and director** of my **own digital & E-commerce entrepreneurial initiatives**
- **International professional experience** (Germany, Dubai, Sao Paulo, Shanghai, Hong Kong, Singapur, Madrid)
- 8 years In-Company instructor trainer, Books author and articles publisher

WORK EXPERIENCE

<p>April 2016 Actual</p>	<p>Entrepreneur · Founder and Director ICONIC ECO – ECO accesories MARKETPLACE <i>www.iconiceco.com</i></p> <p>FOUR ELEMENTS TOURS - YACHT RENTAL <i>www.fourelementstours.com</i></p> <p>OLGA DEL AMA – CONSULTING AGENCY <i>www.olgadelama.com</i></p> <p>LEARN TO BE A KID - SOCIAL PROJECT <i>www.learntoBeakid.com</i></p>	<p>Jun. 2010</p> <p>Dic. 2010</p> <p>Aug. 2008</p> <p>Jun. 2010</p>	<p><u>METRO CASH & CARRY</u></p> <p>Department Manager Business Development Corporate Group Strategy New Business Model for Makro Spain</p> <p>Department Manager Strategy Development Guidance and support on strategic decisions to METRO world countries’ Board of Directors</p>
<p>April 2017 Feb 2018</p>	<p><u>IRI WORLDWIDE</u> Senior Consultant New Business Development “HorecaLive”</p>	<p>Jul. 2007</p> <p>Jul. 2008</p>	<p><u>IE BUSINESS SCHOOL</u> International Executive Programs Manager (open enrolment programs) Launched 20 new international programs taught in English for senior international executives. Revenue: 450.000 €</p>
<p>Oct. 2015 April 2016</p>	<p><u>MAKRO CASH & CARRY</u> Senior Consultant Optimization & restructuring of the <i>Supply Chain</i> area for future ecommerce activities</p>	<p>Jan. 2007</p> <p>May. 2007</p>	<p><u>CARLOS SAINZ CENTER</u> Project Coordinator Launched the new Carlos Sainz GoKart in Las Rozas. Revenue: 120.000€</p>
<p>Feb. 2013 Oct. 2014</p>	<p>Senior Consultant Strategic Marketing New Brand Positioning “<i>You and Makro</i>”</p>	<p>Oct. 2005</p> <p>Aug. 2006</p>	<p><u>MEDIA PLUS CONSULTING</u> Project Coordinator Negotiation of advertising contracts for the production of country specific business reports. Revenue: 600.000€</p>
<p>Feb. 2012 Feb. 2013</p>	<p>Digital Marketing Manager Iberia Development of the strategic plan and consolidation of the Digital Marketing dpt.</p>		
<p>Jan. 2011 Feb. 2012</p>	<p>Pricing Manager for Spain Development of the strategic plan and consolidation of the Pricing department</p>		

LANGUAGES

Spanish	Native
English	TOEFL:105
German	Worked in country
French	
Portuguese	
Chinese	Lived in Shanghai HSK 2 (167)

EDUCATION

BA in European Business (2005)
DUBLIN CITY UNIVERSITY



BA in International Business (2003)
UPCO, ICADE – E4



High - Potential Leaders Program (2008)
IE BUSINESS SCHOOL



Online Marketing Management Program (2011)
ICEMD- ESIC BUSINESS SCHOOL



E-Commerce Management Program (2012)
ESIC BUSINESS SCHOOL

