
Business Development Manager

Success leading the implementation of innovative businesses, operations, and commercial strategies for high-growth cultural organisations.

- A holder of two master's degrees in Broadcasting & New Media and in Communication & Cultural Journalism, and a double bachelor's degree in International Business Management by the European Business Program (EBP).
- Over fifteen years of sales experience as Business Development Manager with a proven track record of success.
- Inspirational leader with multicultural organizational abilities, enjoying inspiring, monitoring, and synchronizing the energy of teams as General Manager successfully meeting scopes, budgets, timings, and goals.
- Expert communicator and enthusiast collaborator, with over fifteen years of success as Project Manager for leading brands in the cultural industries worldwide, able to forge solid relationships with strategic partners.
- Innovative thinker able to understand and envision complex operations and solve problems creatively, find the patterns and figure out ways to simplify processes to deliver instant impact, and hands-on transformations.
- Fast learner highly skilled in adapting in different fields of research, able to mediate between creative and technical mindsets and build consensus across multiple organisational levels.
- Native Spanish speaker with excellent proficiency in English; and basic level in German, French, and Dutch.

HIGHLIGHTS OF EXPERTISE:

- Planning strategy & prioritisation decisions
- Leadership alignment & talent development
- Stakeholder engagement & collaboration
- Customer success account management
- Operations & integral project management
- Innovation management strategies
- Problem resolution & creative capabilities
- Communications & interpersonal skills

CAREER EXPERIENCE

Microsoft Corporation · Accenture Consultant. Remote working.

MS LEARN INSTITUTIONAL TRAINING PROGRAMME MANAGER FOR EMEA & LATAM (Jun.20 to Present)

- ITPM for the Beta global phase of the learning & development Microsoft Learn for Educators Institutional Programme, implementing technical training for the latest Microsoft technologies.
- Training, exams, and certifications coordination for top Universities faculty members and students.
- Reporting creation for team KPIs, and feedback analysis for changes on processes and operational procedures to implement for the worldwide general availability of Microsoft Learn for Educators.
- Building relationships and sharing confidential communications between the various teams and departments involved: Corporate Education Department (USA), EMEA & LATAM Area Leads, & each country Skills lead and Edu Accounts Managers, and Remote Learning Paths developers.

MS AZURE PARTNERSHIP ENGAGEMENT MANAGER FOR EMEA & LATAM (Sept.19 to Jun.20)

- Spotting out the technical requirements and needs of top engineering worldwide companies to enable strategic collaborations among interdisciplinary teams of incubating projects in the fields of the Internet of Things, Artificial Intelligence, Computer Vision, Big Data, Smart Business Apps & Cloud Computing.
- Fostering and securing the collaboration framework, articulating the scope and goals of the project, technical description, partner strengths and needs, and initial terms, and conditions to observe. Coordinating alliance with the IoT partner network team of all the geographies involved.

Imagery Spectrum · Creative Management Consulting. Various locations.

IMAGERY INNOVATION · Digital Transformation Strategist (Sep.16 to Sep.19)

- International Business Developer & Customer Success for Move on Happy, Samui, Thailand.
- Art history, Audiovisual language, Fine Arts teacher at Lamai International School, Samui, Thailand.
- CRM development for Nubra Language School through Intergrid Knowledge Systems, Barcelona, Spain.
- Veaco luxury villas integral project with online reservation channels manager, Fuerteventura, Spain.
- Creative ATL Account Manager for Doce Gatos AV Postproduction for Cinema & TV, Madrid, Spain.

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IMAGERY AFFAIRS · Contemporary Art Projects Manager (Sep.11 to Sep.16)

- Philanthropic endeavour of envisioning, fundraising, and executing cultural projects: 30 art shows, 25 talks, 9 festivals, 8 audio-visual productions, 3 fairs & 2 symposiums in 17 cities worldwide.
- Recipient of 21 cultural grants in 5 years, appropriately planned, budgeted, approved, and justified.
- Team leadership and human capital resourcing and formation, motivation, and virtual monitoring through Project Management remote tools of a multicultural team of 10 cultural agents.
- Creative Strategist and IT Project Manager for Imagery Residency, Art meets Science & Spirituality.
- International ambassador for Marcel Art and Sciences Worldwide Network, Paris, France.
- Creative Strategist and IT Project Manager for Imagery Dimension Innovative Artists Network, open to technology-based art, time-based art, photographic art, graphic, and plastic art.
- Creative Strategist and IT Project Manager for Imagery Hamptons Guide & IOS App, New York, USA.
- Creative Strategy Consultant for Live Conference Streaming Software PoeticSoft, Barcelona, Spain.
- Cultural database management, with over 120.000 emails of cultural agents worldwide.
- Financial control of income and expenses, payroll administration, accounting, and P&L control.
- Clients included top museums, magazines, festivals, fairs and venues: Art|Basel, MNCARS Madrid, Hara Tokyo, Pompidou Paris, Joan Miró & CCCB Barcelona, MoCA Seoul, White Box NY, Kinetica London, etc.

CUBIC · Modular display systems. Madrid, Spain.**COUNTRY MANAGER (Sept.09 to Sep.11)**

- Integral project management: Brand strategy creation for national launch, sectorial research to boost market penetration, strategic marketing plan execution, and overall operations monitoring.
- Business Development Manager identifying prospect companies to generate first businesses and coordinate agenda of business trips to visit targeted key potential clients, and international fairs.
- Account management creating customized presentations and quotes for each targeted client.
- Coordinating entire team towards sales delivery, monitoring operations, managing warehouse stock, logistics, contract terms and conditions, consignments deliveries, and post-sales services.
- Creative copy and public relations for architectural press, identifying promotion opportunities, and creating briefing reports for advertising campaigns.
- Achieved meetings year target and closing sales with key fashion industry accounts including Zara, Mango, Caramelo, and El Corte Inglés. Achieved £490K, which exceeded the year's target by 130%.

VIDEOARTWORLD · The Videoart market online. Remote working.**ENTREPRENEUR & GENERAL MANAGER (Jun.04 to Sep.14)**

- Formulating and establishing the videoart acquisition and distribution edition standards broadly used today in the art market, through a pioneering streaming portal, created before Youtube.
- Strategic plan and virtual architecture design with precise cataloguing and promotion of audio-visual productions allowing to exercise authorship rights and select each work intellectual property license.
- Fast growing business reaching over 70 top prestigious art galleries from Europe and North America.
- Contacts database of over 120.000 international subscribers receiving newsletter mailing.
- Human capital resourcing, training, and remote monitoring of a multicultural team of 15 employees.
- Coordinating a team of programmers, designers, and audio-visual production teams to appropriately divulgate videoart for collection and distribution within the worldwide art market.
- Financial management. Fundraising documentation for bank loans and corporate and public grants.
- Editor-in-chief and content marketing manager, creating, editing, and curating relevant content to attract the cultural audience into audio-visual art worldwide, publishing 15 essays, 12 interviews, 4 publications, 2 symposiums and over 25 conferences on Creativity, Innovation and New Media.
- Appointed jury member for 22 New Media, Time-based art, and Film Festivals that included Short Film, Feature Film, Stop-motion, 2D and 3D Animation, Advertising Spots, Music Clips, Experimental Cinema, Kinetic, Software Art, Game Art, Artificial Intelligence, Virtual Reality and Robotics.
- PR promotion presentations to introduce its pioneering model throughout cultural venues and art fairs, visiting a media of 200 art fairs every year during a decade, creating a large cultural network.
- Featured in key specialized art magazines worldwide such as: Artforum, Artnet, Beaux Arts, PR Newswire, Arte y Diseño, arteinformado, arte y parte, Arte al Limite, ArtNexus, Architectural Digest, B-Guided, etc.

Arnet Worldwide Corporation · The art market online. New York, USA.

INTERNATIONAL EXPANSION DIRECTOR (Jul.01 to Sep. 09)

- Guided the international development of the leader platform of the Art Market online, covering worldwide auction sales results, and over 12 million works by over 350.000 artists.
- Account Management building trusted relationship with existing galleries and museums clients.
- Sales Executive developing new business through permanent cold calling with excellent records.
- Support to IT to implement tools to improve user experience for non-English speaking audiences.
- Initially responsible for Business Development in the Iberian and Latin-American markets with excellent sales records, Promoted to New Markets Director within the first year, over exceeding pipelines in B2B operations extending to Italy, Israel, Australia, Williamsburg, Lower East Side and Miami Art District.
- Art Fairs reports writer as part of the content marketing strategy towards international audiences. PR promotion presentations and meetings at the major art fairs worldwide.

E-Loft GmbH · Pan-European higher education institutions network. Berlin, Germany.

INTERNATIONAL PROJECT MANAGEMENT ASSISTANT (Feb.00 – Oct.00)

- Assisting Philip Oetker (Dr. Oetcker Group) and Christian Boehringer (Boehringer Ingelheim Group).
- International organization chart development for all European branches.
- Coordination of each team meetings & briefing reports development.
- Agenda of tasks coordination and Portal launch tasks agenda coordination and monitoring.

ACADEMIC EDUCATION

MULTIDISCIPLINARY ART MEDIUMS. Continuing Education, 3rd Ward Arts Center Bushwick, Brooklyn, New York.

COLOR PHOTOGRAPHY. Professional Degree. International Center of Photography, New York.

BROADCASTING & NEW MEDIA ART. Master's Degree, Ramon Llull University/MACBA, Barcelona.

ART APPRAISAL, CURATION & DIGITAL CATALOGUING. Continuing Education, New York University.

COMMUNICATION & CULTURAL JOURNALISM. Master's Degree, Complutense University, Madrid.

ART HISTORY. 1st Cycle of Bachelor's degree by Autonomic University of Madrid.

MARKETING MANAGEMENT. Undergraduate. AFE Business School, Remote Learning.

ECONOMICS & INTERNATIONAL BUSINESS MANAGEMENT. European Business Programme. Bachelor's Degree.

International School Economic Studies (ISER), Erasmus University / Rotterdam Business School, Rotterdam.

Thesis: Art Market philosophical, economic, and commercial challenges at the start of the 21st Century.

TECHNICAL SKILLS

Advanced Proficiency: Office 365; Adobe Creative Cloud; Power BI; Remote Project Management (Trello/Teams).

Intermediate Application: Canvas; UX design; CRM; Smart Apps, Cloud Computing. Inbound & Content Marketing.

Limited Experience: Final Cut Pro; SEO; SEM; Sketch up; Data visualization; Computer Vision; Paid Social Media.

Fundamental Awareness: PHP; MySQL; HTML5; CSS3; JQuery; XCode; 3D Lightwave; Rhino 3D; Azure Chatbots.

HOBBIES

Nature · Travel · Cultures · Science · Tech · Design · Cinema · Photography · Essays · Paint · Ceramic · Yoga · Music

REFERENCES

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