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## International Business Development Manager

Success implementing successful commercial strategies and leading the expansion of innovative products & services for international fast-growing organisations.

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- Bachelor in International Management and 2 Masters in Cultural Journalism and Audiovisual Communication.
- Expert communicator passionate about success, with over fifteen years of success in sales for leading brands.
- Experienced project manager and enthusiast collaborator, inspiring teams to exceed goals and commitments.
- Curious and innovative thinker able to build rapport by genuinely caring, and detect opportunities creatively.
- Inspirational networker with multicultural abilities helpful in forging solid relationships and strategic partnerships.
- Native Spanish speaker, Cambridge proficiency in English (C2), and basic in German, French, Italian, and Dutch (B1).

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## CAREER EXPERIENCE

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**MICROSOFT** · Accenture Consultant. London, United Kingdom. September 2019 - Present

**MS AZURE LEARN & DEVELOPMENT TRAINING PROGRAMME SALES MANAGER EMEA & LATAM** (*1 year*)

- Sales & customer success manager for MS Azure E-learning Programme for its pilot & worldwide launch.
- Delivering trainings to faculty members of top Universities working closely with MS internal stakeholders, including Programme Managers, Marketing, IT Support, and 29 countries Business Development teams.
- Providing strategic feedback for key changes to enhance programme and processes before global launch.
- Overachieving KPIs in an average of 165% in number of institutions onboarded and trainings delivered.

**MS AZURE PARTNERSHIPS ENGAGEMENT MANAGER FOR EMEA & LATAM** (*10 months*)

- Prospecting and outbound calls to spot out technical needs 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, E-learning & 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.

**IMAGERY INNOVATION** · Digital Revolution Consulting. Europe / Asia. Feb. 2016 – Jul. 2019

**INTERNATIONAL BUSINESS DEVELOPER & IT PROJECT ADOPTION TRAINER** (*3 years and 6 months*)

- International Business Developer for holiday real state investments Move on Happy Ko Samui, Thailand.
- Teacher of Spanish, New Media, Film & Art History at Lamai International School, Ko Samui, Thailand.
- Creator of retreat Imagery Residency · Art meets Science and Spirituality, Koh Phangan, Thailand.
- Project launch & multi-channel reservations manager for Luxury Villas Veaco, Canary Islands, Spain.
- Developer of CRM for Nubra Language Adventure with Intergrid Knowledge Systems, Barcelona, Spain.
- Spanish/English translator for Found in Translation, and Spanish Teacher for Imagery School, Leon, Spain.
- Content marketing & social media marketing for e-commerce platform Todo Invitacion, Leon, Spain.
- Creative key account manager ATL for Doce Gatos TV Spots & Cinema Post-productions, Madrid, Spain.

**IMAGERY AFFAIRS** · Contemporary Art Productions. USA / Europe. Feb. 2011 – Jan. 2016

**CREATIVE STRATEGIST & CULTURAL EVENTS PROJECT MANAGER** (*4 years*)

- Creator, fundraiser, and coordinator of 30 cultural shows, 25 conferences, 9 festivals, 3 fairs, 4 portals, 1 iOS App, 4 publications & 2 symposiums for top museums and cultural venues from 18 cities worldwide.
- Recipient of 21 cultural grants in 4 years appropriately planned, budgeted, approved, and justified.
- Curator and content editor with a multicultural team of 10 cultural writers and media artists worldwide.
- Appointed as jury member for 22 audio-visual festivals including Short & Feature Film, Animation, Spots, Music Clips, Experimental Cinema, Kinetic Art, Software & Game Art, Virtual Reality, and Robotics.
- Creator of Imagery Healing · Conscious Thriving & Snake Feathers · Tribal Jewels, Big Island Hawaii, USA.
- Co-creator or Imagery Dimension and iOS App Imagery Hamptons, Bridgehampton, New York, USA.

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[CUBIC](#) · Modular systems for commercial interior desing. Madrid, Spain. Dec. 2009 – Jan. 2011

**COUNTRY MANAGER** (*1 year and 2 months*)

- Brand strategy creation for national launch, sectorial research to boost market penetration, strategic marketing plan execution, PR with architectural specialized press, 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.
- National account manager 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.
- Overachieving year target by 130% closing sales with key fashion industry accounts including Zara, Mango, Caramelo, and El Corte Inglés, reaching a benefit of £470K in the first year.

[VIDEOARTWORLD](#) · Videoart productions online market. USA / Europe. Aug. 2004 – July 2015

**FOUNDER & CONTENT MARKETING MANAGER** (*11 years, combined with other consulting jobs at times*)

- 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.
- Fast growing business reaching over 70 top prestigious international galleries within the first year.
- 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.
- Coordinating teams of IT programmers, designers, sales agents, and audio-visual productions.
- Human capital resourcing, training, and remote monitoring of a multicultural team of 15 employees.
- Editor-in-chief of inbound content marketing creating, editing, and curating over 1,000 artist reviews, specialized essays, artists interviews, and many conferences on Creativity, Innovation and New Media.
- PR promotion in specialised venues (150 fairs & festivals/year), and featured in art magazines worldwide.
- Reached a cultural contacts database of over 120.000 international subscribers receiving newsletter.
- Financial management. Fundraising documentation for bank loans and corporate and public grants.

[ARTNET WORLDWIDE CORPORATION](#) · Art market online. New York, USA. Jul. 2001- Dec. 2009

**INTERNATIONAL EXPANSION DIRECTOR** (*8 years and 6 months*)

- Account executive for Spain & Latin-America, with excellent sales records through galleries and museums clients. Promoted to New Markets Director within the first year, extending my markets to Italy, Israel, Australia, Williamsburg, Lower East Side and Miami Art District of the leader platform of the Art Market.
- Support to IT to implement tools to improve user experience for non-English speaking audiences.
- Content marketing strategy for international markets, writing and gathering articles for events and fairs.
- 10 years exceeding KPIs. Creating new market areas from zero. Sales in my market areas increased from less than £50K/year to an average of over £300k/year. Visits to over 80 fairs per year.

## ACADEMIC EDUCATION

**DIGITAL ARTS.** Continuing Education, 3rd Ward Arts Center Bushwick, Brooklyn, New York, USA.

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

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

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

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

**ART HISTORY.** 1<sup>st</sup> Cycle of bachelor's degree by Autonomic University of Madrid, Spain.

**PROTOCOL, LOBBING & NEGOTIATION.** Specialization. Embassy of Mexico, Buenos Aires, Argentina.

**MARKETING & MARKETS RESEARCH.** Undergraduate. AFE Business School, Leon, Spain.

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

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

Thesis: Conceptual, economic, and commercial challenges for the Creative Industries at the start of 21<sup>st</sup> Century.

## HOBBIES

Nature · Travelling · Photography · Socialising · Technology · Learning · Painting · Cinema · Music · Meditation