

Gabriel de la Torriente

Senior Sales Leader Europe — General Industry

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Profile

Senior Sales Leader with 20+ years of experience driving revenue and gross margin growth across EMEA in the adhesives, composites, and specialty chemicals industries. Proven track record in leading multicultural sales and technical teams, managing regional budgets and forecasts, and building distribution and key account networks across industrial, automotive, renewable energy, and consumer markets. Holds MSc in Chemical Engineering and an MBA in Management of Industrial Companies. Recognized for transforming sales organizations, executing growth strategies, and developing talent to achieve long-term commercial excellence.

Key Skills

Strategic Sales Leadership, Revenue & Margin Growth Accountability, Budgeting & Forecasting, Multicultural Team Leadership, Distribution Network Optimization, Key Account Strategy, New Business Development, Negotiation & Partnerships, Commercialization of Innovative & Sustainable Solutions.

Employment History

Sales Leader Europe, General Industry | Huntsman Advanced Materials, Madrid

Sept 2019 – Present

- Lead European Sales & Technical team across EMEA, responsible for \$100M revenues in general industry markets.
- Restructured distribution network across Europe, implementing 'Distribution 2.0' program to improve coverage and profitability.
- Secured and delivered a \$10M global key account project by introducing innovative adhesive technologies.
- Drove market expansion in automotive and renewable energy sectors, winning new accounts and strengthening strategic partnerships.
- Mentored and developed high-performing sales managers, improving talent pipeline and succession readiness.

European Senior Sales Manager & Global Account Manager | Cabot Performance Chemicals, Madrid

Oct 2014 – Sept 2019

- Managed global strategic accounts (Ineos Styrolution, EFTEC), growing revenue share and developing multi-region contracts.
- Launched new business initiatives in EMEA, securing first-time customers in high-growth industrial markets.
- Coordinated cross-functional teams (R&D, supply chain, marketing) to deliver tailored solutions and long-term partnerships.

Sales Manager Iberia & Germany — Global Account Manager | Huntsman Advanced Materials, Madrid

Dec 2005 – Sept 2014

- Led Iberia & Germany sales and managed global key accounts in automotive and industrial adhesives.
- Delivered double-digit growth in strategic accounts through technical solution selling and new product launches.

Area Manager North Spain | Saint-Gobain Vetrotex, Bilbao

2002 – 2005

Technical Sales Manager | Exten Control, Madrid

2000 – 2002

Education

MBA in Management of Industrial Companies | EOI Business School, Madrid — 2010

Master of Science in Chemical Engineering | FAU Erlangen, Germany — 2002

Chemical Engineering | University of Cantabria, Santander — 2002

Executive Development

SPIN® Selling — Huthwaite International, Hungary — 2018

Negotiation and Influencing Training — ENS International, Switzerland — 2015

Key Account Management — Management Centre Europe, Switzerland — 2007

Languages

Spanish (native), English (fluent), German (fluent)