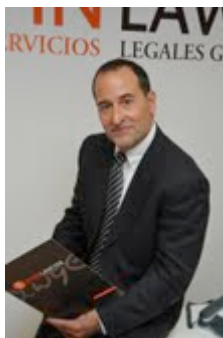


CURRICULUM VITAE



PERSONAL INFORMATION

Name	RICARDO PASTOR COLLDEFORNS
Address	JOAN MARAGALL, 25, 08859 BEGUES (BARCELONA), SPAIN
Telephone	+34 93 639 0960
Cell phone	+34 637 706 103
Email	ricardopastor@pastorgroup.net
Nationality	Spanish
Date of birth	September 17, 1956

PROFESSIONAL PROFILE

Summary	Degree in Communication Sciences/ Advertising & Public Relations Masters in Business Administration Experience in: Marketing & Sales; Communication and Corporate Image; Expansion of sales/franchise networks, Services and Goods sales for both B2B, B2C. Complementing business with academics as professor MBA program Marketing and Finance (M&F Bilbao).
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WORK EXPERIENCE

• Dates	2011
• Company name	Ficosa Internacional
• Sector	Energy Efficiency
• Position	Country Manger
• Job description and responsibility	Managing Director for FICOSA International in Philippines.
• Dates	2008-2011
• Company name	John Lawyer, sl.
• Sector	Franchise of law services
• Position	GM for Sales Mk. and Communication
• Job description and responsibility	Expansion and development strategies; Communication and PR
• Dates	2005 - 2008
• Company name	Alea Mediamarket, sl.
• Sector	Marketing services
• Position	General Manager

• Job description and responsibility	Implanted as Communication and Sales Director of Credit Services (credit bureau). Management and implementation of sales and communication strategies. Expansion of franchise network.
• Dates	2005 - 2005
• Company name	Abertis
• Sector	Institutional Services
• Position	Manager of Institutional Relations.
• Job description and responsibility	Institutional relations&Institutional events management.
• Dates	1998 - 2005
• Company name	Retevisión
• Sector	Telecommunications
• Position	Corporate Manager
• Job description and responsibility	Marketing and sales. Corporate and small businesses accounts.
• Dates	1993 - 1998
• Company name	Team Concept
• Sector	Advertising agency
• Position	Managing Director
• Job description and responsibility	Sales and Customer service
• Dates	1992 - 1992
• Company name	El Observador
• Sector	Press media
• Position	Sales & Marketing Director
• Job description and responsibility	Sales, communication and distribution strategies
• Dates	1991 - 1992
• Company name	Diario de Barcelona
• Sector	Press media
• Position	Sales & Marketing Director
• Job description and responsibility	Marketing, Sales and communication
• Dates	1982 - 1991
• Company name	San Miguel Fabrica de Cervezas y Malta
• Sector	Consumer products (beer)
• Position	Marketing and Advertising Director
• Job description and responsibility	Marketing, Sales, Communication and Distribution strategies

EDUCATION

• Dates	1975 - 1980
• Name of educational institution	Universidad Autónoma de Barcelona
• Degree	Information Sciences and Communication
• Dates	1981 - 1982
• Name of educational institution	ESMA
• Degree	Master in Business Administration

SKILLS

LANGUAGE SKILLS

MOTHER LANGUAGE

Spanish and Catalan

OTHERS

Level English
Advance

Level Italian / French / Portuguese
Advance

BUSINESS & SOCIAL SKILLS

Sales; Communication. Negotiation. Organization.
Coordination and Management of human resources. Group work.
Efficiency. Resourcefulness
Biggest advantage: Know-how in the field of sales, marketing and communication given the many years of experience in different areas of the business.

WILLINGNESS TO TRAVEL

Yes.