

José Luis Martínez Jiménez

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Executive with leadership skills and abilities to analyse, take decisions and motivate people, open minded and proactive, creative and always pursuing innovation and excellence. With a good global and strategic vision, focus on achieving goals and Business objectives. Acknowledged skills to work in multifunctional teams with an excellent communication. Create and built up strong relationships with his internal and external clients at all levels. Global experience in multinational environments.

PROFESIONAL EXPERIENCE:

LANGA INDUSTRIAL S.A. (Madrid, Spain; B2B)

Export & Sales Director

Jul. 2012 – Apr. 2014

- Global Sales Director for civil Aircraft MRO & GSE market, responsible for creating and implementing a 5 – year plan for the international expansion of the company. Target to change from 20% to 80% exports.
- Main responsibilities include the managing of the sales team, contract negotiations, big accounts management, sales business plan and calls to action.
- Open and bring new markets & customers to the company. Rationalize & implement a more efficient commercial sales network around the world through agents and distributors and direct contact with global key accounts such as DHL, Airbus, Etc.
- Monitoring processes and agreements, prospect list reports, competitive comparisons and making sure orders received are executed properly.
- Creation and development of the Commercial and Marketing department with new policies and recruiting new members to support the internationalization of the company. Construction of a product price list, improved marketing material, advertisement of the company in social media like Linked in and trade magazines, upgrading of the website, direct marketing activities, organization of trade shows and public relations activities.

Main achievements:

- For 2014 we expect to duplicate or triple 2013 sales volume due to existing contracts already received combined with forecasted sales opportunities.
- 2013 Website record visits total 12136 and compared to 2011 this has increased 4,59% which proves the marketing activity has expanded our reach.
- New map of agents and distributors with record performance of the existing ones.
- Construction and establishment of Langa Industrial as a recognized International brand rather than a regional Spanish market player.

JBT AEROTECH (formerly FMC TECHNOLOGIES Inc. ; Madrid Spain; B2B)

Marketing & Account Manager

Apr. 2007 – Jul. 2012

- Responsible for the regional and global accounts management in Finland, Poland, Iceland, Greenland, Estonia, Latvia, Lithuania, Malta, Moldavia, Georgia, Turkey, Israel, Botswana, Malawi y Guinea Ecuatorial. Increase and keep the current number of accounts. Market research of potential customers. Creation of commercial offers and proformas.
- Product manager activities: Provide sales support to the global sales force in the products manufactured in Spain: Creation of sales commercial material (product information, publicity and brochures, manuals, presentations), public relations activities, coordination and testing of new prototypes, trainings and customer support.
- Develop the new branding of the company and led corporate branding campaigns.

- Control and audit the sales force (Marketing rates, discount log, prospect sales, weekly and monthly inbound, customer satisfaction survey).

Main achievements:

- Marketing plan for a complete product family to improve the products performance with an increase in the customer satisfaction due to a better reliability, performance and with a warranty cost saving for the company.
- Designed, produced, and implemented sales - pricing tool that integrates all manual processes into one IT program.

Participation in the entrance exam for being an Air Traffic Controller for AENA

Jul. 2006 – Jan. 2007

BEARMACH PLC. (Land Rover distributor; B2B).

Export Sales Manager (Cardiff, Wales, UK)

Jul. 2005 – Jul. 2006

- Develop market researches and design expansion plans for the Spanish and South American market of Land Rover spare parts.
- Design and create marketing plans and strategies: Geographical distribution, budgets, Pricing policy, etc.
- Creation of sales quotations and evaluation of purchase orders for Spain, UK, Germany, Russia and South America.
- Customer service for the above countries: Warranty control, Technical support, Complaints management etc.

BRITISH TELECOM PLC.

Business Customer Service Advisor (Cardiff, Wales, UK) Sep. 2004 – Jun. 2005

- Development of a worldwide new online product:
- Development of the commercial material and support:

HEFAGRA S.A.

Oct. 2003 – Feb. 2004

Student Placement for Business Manager (Granada. Spain)

EDUCATION:

Degrees:

2010 – 2012 Bureau Veritas, Madrid, Spain.

- Master Executive in Business, Administration and Management (MBA). *

2004 – 2006 Chartered Institute of Marketing, College Glan Hafren, Cardiff, UK.

- Professional Diploma in Marketing. * B

1999 - 2003 Granada University. Facultad de Económicas y Empresariales.

- Degree in Business, Administration and Management. 2:1.

Seminars and Courses:

2014 IESE Business School -.Coursera, University of Navarra, Madrid, Spain.

- Globalization of Business Enterprise. *

2007 IE Business School, Madrid, Spain.

- International Executive Program for Strategic Innovation Management. *

2007 Karras Worldwide Ltd. London, UK.

- Effective Negotiation Seminar. *

LANGUAGES:

- Spanish native speaker.
- English: Fluent written and spoken. Proficiency level. *
- French: Beginner. *

COMUNICATION SKILLS:

- Web Pages Design, HTML & Linux * Course.
- Working Knowledge of Dreamweaver, Microsoft Windows Xp, Microsoft Office Xp, Microsoft Project *, Mozilla *, Photoshop * and Internet.
- ERPs: Syteline, Geskey. & Crosby quality system.