

## Contato

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[www.linkedin.com/in/nadibatalha](http://www.linkedin.com/in/nadibatalha)  
(LinkedIn)

[www.vulcano.pt](http://www.vulcano.pt) (Company)

## Principais competências

Business Strategy

Marketing

Marketing Strategy

## Languages

Portuguese (Native or Bilingual)

English (Full Professional)

Spanish (Professional Working)

## Honors-Awards

1st prize

Vulcano Sensor Connect wins Green  
Project Awards

Vulcano wins Environment Trust  
Brand Awards 2016

Vulcano wins Trust Brand Awards  
2017

Vulcano Event receives two  
distinctions in the Lusos - Prémios  
Lusófonos da Criatividade

# Nadi Batalha

Vulcano Marketing Manager at Bosch Termotecnologia  
Lisbon Area, Portugal

## Resumo

Electronics business related areas are among my current curricular domains, being the specific area of consumer products one of my personal interests.

## Experiência

Vulcano Portugal

Marketing Manager

dezembro de 2010 - Present

Lisboa e Região, Portugal

- Marketing Plan in accordance with the guidelines of BBT and Bosch.
- Notifying needs for new products for the domestic market to Bosch Product Managers.
- Adapting the Customer Satisfaction Index (CSI) to Portuguese reality.
- Defining, designing and planning campaigns to launch products.
- Analyzing, along with the sales team, the strategy for merchandising.
- Designing commercial documentation for new products and existing ones.
- Design Web site, definition of menu structure and identify the projects to highlight.
- Management of Market Studies (market research) to be held in Portugal.
- Present products in trade fairs and conventions to promote brand awareness and product launches.
- Design and manage sales promotional activities.
- Encourage and motivate the team, to ensure the participation of all in achieving the objectives and outcomes defined.
- Managing the process of registering brand names associated with Vulcano Brand.
- Support timely the communication of Aveiro factory.

Sanyo Portugal

Marketing Director

novembro de 2000 - outubro de 2009 (9 anos)

Lisboa e Região, Portugal

- Defining Sales and Marketing company goals.

- Annual Marketing Plan and budget, with monthly reports to the Head Office.
- Interacting with clients to establish and understand the consumer needs.
- Product selection and negotiating with foreign suppliers (Japan, Germany, Spain, England, Turkey and Hong Kong). Annual value approximately 20.000.000,00€. Sales quantity objectives and quality requirements.
- Purchase and Stock Management.
- Defining price policies and selling terms for the distribution channels, main customers and priority business areas.
- Annual Catalogs, one for each business areas, containing complete product information.
- Competition Analysis – New Products, Price and Selling terms, Market Strategies and Opportunities.
- Reporting the media plans to the Administration Board, company staff and clients.
- Communicating product campaigns deployment to the staff and clients.
- Designing and managing advertising campaigns (television, written press, radio, outdoors, etc.)
- Choosing promotional materials and overseeing the production process product.
- Managing institutional sponsoring: proposal analysis, negotiation and follow-up.
- Producing Press Releases about New Products and their commercialization.
- Negotiating trade-ins with the Media.
- Managing the company Website: [www.sanyo.pt](http://www.sanyo.pt)
- Annual Conventions (one for each business area) including presentations of new products, information regarding sales and marketing policies as well as the company's global and Marketing strategy.

Universidade Europeia

Head of Marketing

1999 - 2000 (1 ano)

- Marketing Budget.
- Marketing Advertising Events/Campaigns.
- PRODEP (Government Educational program) Project coordinator.

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## Formação acadêmica

Universidade Europeia

Post Graduation, Hotel/Motel Administration/Management · (2006 - 2007)

Universidade Europeia

Graduation, Marketing Management · (1995 - 2000)