

Angela Sanchez Guitart, MBA

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Programme Manager and long-time leader in an Education startup which started as an educational experience provider for international students during their gap year. Responsible for growing the business to serve a wider user group. Strong suits include a myriad of operations including leading business development and launching new products and services. Confident working with multidisciplinary teams and owning the results. Fluent in Spanish, French, and English.

SELECTED PROFESSIONAL EXPERIENCE

Programme Manager

2015 – Present

BETHNAL STUDENT ACADEMY

- Managed the programmes offered by the sub-companies: student property, English school and student services. Responsible for evangelising the vision, owning the roadmap, prioritizing features and managing the backlog.
- Managed multiple websites for each sub-company which required managing severely limited resources.
- Lead the development of our proprietary intranet for students, working with Developers to execute.

Business Manager

2009 - 2015

UK AGENCY SERVICES

- Partnered with company ownership to start the business from the beginning until reaching excellence, proven by obtaining the British Council accreditation within a year of opening.
- Conduct user interviews including surveys and panel interviews to understand satisfaction and user goals which resulted in the development of several new products.
- Responsible for market and competitive research to learn market positioning, trends, and opportunities to differentiate.
- Instrumental in launching new sub-companies, including Bethnal Student Academy and Bethnal Student Living, which enabled students to attend school in the same building in which students live.
- Owned roadmap planning, lead alignment meeting with leadership to ensure buy-in and resource allocation.
- Lead the development of organisational goals based on feedback from stakeholders (including owners, students, regulatory bodies) to drive business growth.
- Redesigned the business model to change the target market to university students. Launched a Digital Marketing campaign to diversify the nationality range of students.
- Designed a successful B2B strategy to open to new markets, successfully opening the markets of Brazil and Japan.

EDUCATION

MBA: Masters Degree (Hons), Business Administration Universidad Politecnica Valencia, Valencia, Spain	2008
BS: Erasmus Programme: Business Administration École de Commerce Europeenne, Lyon, France	2007
Digital Marketing Intensive General Assembly, London	2016

SKILLS

SQL, Python, Product Management, SAGE 50, User Research, Business Development, Working with Developers, Slack, Feature Prioritization, GitHub, Trello, DropBox Paper, Roadmapping, Market Analysis, Cross-Functional Communication and Influence, Project Management, Google Analytics, Facebook Ads, Google Adwords