



Loira Fernández Acuña

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Location: Barcelona

PROFESSIONAL SUMMARY

Multi-lingual Business developer and officer with over 20 years of experience, Planning and implementing sales international strategies.

Specialties: budgeting, customer relations, database administration, file management, financial, marketing, Microsoft office, Microsoft windows, Navision, SAP R/3, CRM, telephone skills.

SKILLS

- Management Software: AS400, Navision, SAP, CRM, ERP.
- Microsoft Office 365
- Accounts Receivable
- Policies
- Delivery
- Billing
- Inventory
- Marketing Strategy
- Negotiation
- Programming
- Meetings
- Sales strategies
- Persuasion techniques to increase sales
- Sales leadership development
- Achievement of sales targets
- Increasing sales
- Fluent in [English].

GOALS:

Increase in the margin by 10%,
increase in sales by 25% per year
and client portfolio by 20%,
meeting the proposed sales objectives.

EDUCATION

2019

EAE Business school
EMBA -Executive MBA

2004

Microsoft Certified Application Developer (MCAD) .NET Centre: New Horizons, Barcelona

2002

Higher level training cycle of Computer Applications Development. Centre: Cet Penedes

WORK EXPERIENCE

09/2017 - 05/2020

TGB Group, S.L
Sales manager

Optimal management of sales by customer, production planning, purchase orders.

- Creation of commercial presentations in both Spanish and English.
- Specialist in large accounts and blinding shipment (triangular sales).
- Optimize transport: reduce cost, time and delivery itineraries.
- Manage and plan production activities.
- Achievements: Increase in margin by 10%, increase in sales by 25% per year and client portfolio by 20%, meeting the proposed sales targets.

05/2016 - 05/2017

Roca Sanitarios S.L.
Purchasing

National purchases. Establish purchasing and supply policies.

- And direct the selection process of potential suppliers.
- Study the logistical implications of enlargement.
- Reduction of suppliers.
- Direct the plans and actions to reduce costs and improve suppliers.
- Manage material stocks.
- Develop and control the stock inventory in order to plan the necessary purchases.
- Management and commercial expansion of distributors, dealers, using (SAP/R3 CRM, OFFICE

REFERENCES:



David de Dios

Accountant

TGB Group

Tel: 93.818.24.50

07/2015 - 12/2015

Idiada Automotive, S. L

Secretary of Directors

(Vehicle approval) Creation of files, processing in the Dutch ministry.

- Invoicing, control of international calls (Asian market) Creation of offers.
- Agenda management, meetings, reservations, travel.
- Creation of programs for visits, events and management of meeting rooms.
- Complaints and invoicing to customs.

04/2010 - 12/2014

Carbonicas Claramunt, S.A.

Officer manager

Responsibility for supplier selection, price negotiation,

- Quota control and capacity
- Planning according to strict quality targets.
- Establish provisioning procedures.
- Conduct research on cost reduction.
- Management of accounts receivable / payable.
- Report employee performance.
- Management of offices and facilities.

01/2007 - 12/2010

Schmersal Ibérica, S.L.

International Purchases.

Analyze the needs of the different departments and choose the suppliers.

- Controlling and monitoring suppliers, as well as the regulation of disputes and supply breaks.
- Strengthen and review the supplier portfolio to meet growth objectives.
- increase efficiency and consolidate new or existing business relationships.

04/2002 - 09/2006

Elpo, Power Electronics, S.A.

Junior programmer

- Web project programming analysis environment.
- Net environment with SQL.
- Evaluation and development of marketing strategy.
- Investigation of the demand for the company's products and services.
- Research of the competition.
- Development of pricing strategies in conjunction with the sales department, with the aim of maximizing profits and market share.