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|  | **Loira Fernández Acuña**  Barcelona, Spain  [loiraaf3@gmail.com](mailto:loiraaf3@gmail.com) • 629.718.869 https://www.linkedin.com/in/loirafernandez/  Personal Details:  8/5/1976 • Cuba • Spanish  Female • Single | *Una mujer con cabello negro  Descripción generada automáticamente* |

Sales Manager

*Accomplished professional actively pursuing opportunities to drive sales and business development through strategic vision, decisive management style, and building client relations. Expertise in leading revenue-enhancing operations through strategic relationships, improved efficiency, and high-end customer service. Demonstrated management skills that enhance productivity and drive sustained business performance.*

— Areas of Expertise —

Sales & Business Development | Key Account Management | Revenue Generation

Cost Reduction | Strategic Planning & Analysis | Contracts & Negotiations

Portfolio Management | Inventory & Stock Control | Supplier Management

Professional Experience

TGB Group, S.L Sant Cugat de Sesgarrigues, Barcelona

**Sales Manager** 2017 – Present

Strategically analyze and optimally manage sales, production planning, and purchase orders. Solicit new business opportunities by designing effective commercial presentations in Spanish and English for potential clients. Identify, design, and implement strategic sourcing plans to drive future cost reductions, increase supplier value, and meet all internal customer requirements. Cultivate relationships with large accounts for lead generation, client acquisition, and portfolio management. Negotiate terms, execute, and administer blinding shipment (triangular sales).

*Key Accomplishments:*

* **Elevated margin by 10%** and **client portfolio by 20%,** meeting the proposed sales targets.
* **Increased annual sales by 25%** through effective management and planning of production activities.
* **Reduced cost, time, and delivery itineraries** through **transport management optimization**.

Roca Sanitarios S.L. Gava, Barcelona

**Purchasing Manager** 2016 – 2017

Led national purchases, contracting strategy, supplier selection and contact execution for all department needs. Developed and analyzed strategies in relation to purchasing, stock control, and distribution to plan necessary purchases. Contributed to development of plans focused on expanding distributors and dealers using SAP/R3 CRM, and OFFICE tools.

*Key Accomplishments:*

* **Consolidated supplier base** to **reduce purchase procurement**, and freight cost.
* **Reduced costs and improved supplier quality** through **negotiations** in regard to prices, quality, volumes, lead times, contract, and payment terms.
* **Optimized incident management** in technical offices and **elevated response and closure time** through careful study and evaluation of logistical implications of enlargement.

Idiada Automotive, S. L Vendrell, Tarragona

**Secretary of Directors** 2015

Created and meticulously kept vehicle approval files for processing in the Dutch ministry. Performed administrative duties including, screening and routing international phone calls (Asian market), managing calendars, processing invoices and expense reports, scheduling meetings requiring significant coordination and follow up, and ensuring timely and effective communications. Coordinated business travel including booking flights, hotels, cars, and managing trip agendas and meetings. Scheduled appointments, received visitors, and prepped and updated meeting rooms before conferences and meetings.

*Key Accomplishment:*

* **Troubleshooted and** **resolved invoice issues** for internal and external customers.

Carbonicas Claramunt, S.A Les cabanyes, Barcelona

**Officer manager** 2010 – 2014

Liaised with key business partners to maximize business capacity and ensured meticulous planning to achieve department specific quality objectives. Contributed to the identification and implementation of productivity actions for cost reduction through excessive research. Managed accounts receivable / payable expense report processing and tracking, daily internal account review, and monthly accruals. Maintained office/meeting room calendar including internal and external coordination (customer facing meetings), coordinating activities.

*Key Accomplishments:*

* **Negotiated with suppliers to procure best price** and fastest delivery time for equipment and supplies.
* **Enhanced employee performance** through periodic evaluations and performance appraisals.

Schmersal Ibérica, S.L. Vilafranca del Penedes, Barcelona

**International Purchases** 2007 – 2010

Analyzed department needs, negotiated, and selected final suppliers for development phase. Established, maintained, and monitored controls to provide prompt indication of unfavorable performance indicators from suppliers; dealt with issues promptly and appropriately. Developed and maintained strong working relationships with new and existing external third parties/suppliers and internal buyers, increasing efficiency and loyalty and generating repeat business.

*Key Accomplishment:*

* **Built and reviewed supplier portfolio** for meeting and **exceeding growth objectives**.

*Additional Experience as* ***Junior Programmer*** *at* ***Elpo, Power Electronics, S.A***

Education and Credentials

**EMBA-Executive MBA (2019)**

EAE Business school – Barcelona

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

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

Languages

**Catalán**: *Fluent* | **Spanish**: *Native* | **English**: *Fluent* | **French**: *Basic* | **German**: *Basic*

Technical Skills

Microsoft Office 365, Microsoft Windows, Navision, SAP R/3, CRM