



Jimena Romero Oneto

Personal Information

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Current Address

Madrazo 96 2º C

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Work Experience

07/2010-today **Coach & Trainer Freelance**

Barcelona, Spain

Executive Coach & Leadership development-

- Strengthen leadership capabilities that lead to superior performance.
- Develop Young High Potential Talent.
- Team dynamics facilitating transformation process, improving productivity and relationship.

07/08-07/2010 **Novartis Oncology**

Barcelona, Spain

Brand Manager Exjade

- Responsible for developing and implementing an integrated marketing strategy and promotional programs across Spain focus on an ambitious revenue growth of 25%.
- Led the Blood Bank project that gains the Global Sharing Best Practice Award 2010.
- Won the Best Business Plan 2010 Award for Novartis Spain.
- Built and maintain mutually beneficial relationships with a network of national KOL's.
- Implemented activities on 2009 focusing on our customers with excellent results and achieving L3 sales target.
- Full integrated with Novartis Oncology team and a new industry in a short period of time.

06/07-08/07 **Dell Computers**

Amsterdam, Netherlands

Brand Marketing (MBA internship)

- Lead a market research inside and outside the company in order to understand the market gaming market.
- Developed a strategy to address the gaming community for the EMEA Region.

04/05-03/06 **Phones 4U**

London, UK

Sales Consultant

- Sales on target through the development of plans that match customers need.
- Provided excellent customer service pre and post sales.

02/00-01/05

Philips Argentina

Argentina, Paraguay, Uruguay

Product Manager HENT for Platinum Region (May/02-Jan/05)

- Responsible for developing and implementing an integrated marketing strategy and promotional programs across the region for HENT (Home Theatre - DVD- Audio).
- Under my management during 2004, target sales were reached (US \$45M). My team achieved the No.1 market share in DVD and home theatre market for the region.
- Proactively introduced the market's first MP3 products. Achieved the No.2 ranking in portable audio through leveraging the brand index position in youth markets.
- Achieved leadership in the DVD market through the introduction of a new value-added concept: partnership with The Walt Disney Company Latin America and Block Buster.
- Implemented promotional activities at both consumer and trade levels to generate increased sales.
- Proactively researched and analyzed market data and patterns of competitors. Briefed Consumer Market Intelligence team on market research projects for better understanding of the target consumer group.

Buenos Aires, Argentina

Marketing Assistance – Business Development Department (Jun/01-Apr/02)

- Developed new sales channels resources through direct marketing programs with exclusive catalogues, such as American Express, Visa, etc.
- Developed e-commerce platforms for the CE division in partnership with Mercado Libre and DeRemate.com creating an additional sales channel.
- Established a weekly report to analyze the impact of new sales channels and enable the division to actively initiate appropriate corrective actions.

Buenos Aires, Argentina

Marketing Assistance – IT Division (Feb/00-May/01)

- Led a six-person team responsible for the development of Philips' website.
- Coordinated the integration of Philips Business Divisions to create unique website branding.

02/97-12/99

**Acceda Telefónica Celular S.A.
Sales Administration Chief**

Buenos Aires, Argentina

- Led a five-person sales administrative team responsible of providing efficient administrative processes to achieve target sales.
- Responsible for receiving and processing orders, general administrative duties and providing support to an external field based sales team.

Education

08/09- 03/11

The Coaches Training Institute (CTI) , Augere
CO-Active Certification Program (CPCC)
Co-Active Leadership
Certified The Leadership Circle 360°

Barcelona, Spain

03/11- current

CRR Global, Augere
Organization & Relationship Systems Coaching. (ORSC)

Barcelona, Spain

Sept. 2010

Harthill
Certified Leadership Development Profile.

Chichester, UK

01/10-current

Espailúdic
Master Ludotrainng- Dinámica de grupos

Barcelona, Spain

08/06-04/08

ESADE Business School
Master in Business Administration, Full Time MBA. (President of Social Club)

Barcelona, Spain

08/07-12/07

CEIBS
Master in Business Administration, Exchange

Shanghai, China

3/98-12/01

Universidad de Ciencias Empresariales y Sociales (UCES)
Degree in Marketing

Buenos Aires, Argentina

Languages

Spanish (Native), English (Fluent)