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Work Experience

07/2010-today Freelance - Leadership Development **Barcelona, Spain**

Leadership facilitator & Executive coach specialized in:

* + - Developing awareness and strengthen leadership capabilities that lead to superior performance.
    - Develop Young High Potential Talent for serving a new generation of global leaders.
    - Team coaching & dynamics facilitating transformation process, improving productivity and relationship.
    - Marketing & Brand coaching for new professional coaches.

**Collaborations & Parnterships**

* + - Founder member of [**Cataliza**](mailto:http://www.cataliza.org/en/1?subject=Cataliza)**,** cooperative firm specialized in collaboration with organizations that are facing developmental and transformational challenge.
    - Front of the room leader for the Coaching Training Institute ([**CTI**](mailto:http://www.thecoaches.com/?subject=CTI)). Coaching training.
    - Collaborate with [**ESADE**](mailto:http://www.esade.edu/?subject=ESADE) Business School as a coach & facilitator for LEAD program (Leadership).
    - Collaborate with [**Augere**](mailto:http://www.augere.es/?subject=AUGERE)(CTI Spanish Partner) for their Pool of experts as an Executive Coach and promoting/selling the Co-Active Certification program.
    - Collaborate with [**LaAkademia**](mailto:http://www.laakademia.org/?subject=LaAkademia) (Leadership program for young individuals 16-22 years old) as a coach.

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 (key opinion leadres).
    - Implemented activities on 2009 focusing on our customers with excellent results and achieving L3 sales target.

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.

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. Buenos Aires, Argentina

Sales Administration Chief

* + - 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

June 2012 Minds at Work (Robert Kegan- Harvard Professor) Boston, US

Immunity to Change to change Facilitator's workshop

08/09- 03/11 **The Coaches Training Institute (CTI) , Augere** Barcelona, Spain

Co-Active Certification Program (CPCC)- ACC (ICF)

Co-Active Leadership (2010/2011)

April 11 **Institut Gestalt Barcelona, Spain**

Practicioner NLP

Sept. 2010 **The Leadership Circle** Barcelona, Spain

Certified The Leadership Circle 360º (Assessment tool)

03/11- 10/11 **CRR Global, Augere** Barcelona, Spain

Organzation & Relationship Systems Coaching. (ORSC)

Sept. 2010 **Harthill** Chichester, UK

Certified Leadreship Development Profile.

01/10-12/11 **Espailúdic**  Barcelona, Spain

Master Ludotrainng- Group dynamic & facilitation

08/06-04/08 ESADE Business School Barcelona, Spain

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

08/07-12/07 CEIBS Shanghai, China

Master in Business Administration, Exchange Programme

3/98-12/01 Universidad de Ciencias Empresariales y Sociales (UCES) Buenos Aires, Argentina

Degree in Marketing

Languages

Spanish (Native), English (Fluent), Portuguese (on track- Level 1)