



📅 09/05/1974

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SKILLS

Innovative and creative

Problem solving

Communicative and bonding

Management and leadership

ACADEMIC EDUCATION

Industrial Designer

IED Madrid

1997

LANGUAGES

English

German

Mother tongue: Spanish

SPEAKER

DES Digital Business World Summit. Madrid, **22/05/2018**

Cre100do Fundación Innovación Bankinter. Madrid, **31/10/2017**

INESDI. Centro de Innovación BBVA. Madrid, **05/10/2017**

Cre100do y A.T. Kearney. Sevilla, **03/10/2017**

PROFILE

I am a change management driver and an expert in the development of digital projects, with deep knowledge and high multimedia skills. Avid user of technology, social networks, with great sensitivity for marketing. I feel very comfortable driving and collaborating with teams, customers and suppliers.

I am very used to dynamic work paces, to defining and fulfilling processes, and I do not fear challenges.

I'm passionate about corporate cultures that inspire innovation, entrepreneurship and collaboration, as well as sharing ideas.

WORK EXPERIENCE

CANTABRIA LABS

Chief Digital Officer

Digital Transformation of the Company. Interdepartmental committees and activity managed from the corporate department.

BeDigital. Training project in digital skills and abilities.

Aulacare. Corporate online training platform.

Digital Vademecum and Digital Prospects. Projects for paper suppression and add-on functionality.

Digital Marketing. Corporate Websites and Social Media profiles; Global and Business Units, Product Brands for the Spanish and international markets (15 in total). Online Reputation.

Corporate Branding. Definition of the new brand and responsibility for its global implementation. Adaptation of product brands to the new architecture. Brand Guidelines, Look&Feel, Toolkits, Brandbooks, etc.

Packaging. Study and analysis of new product lines and adaptation of old ones. Subject to the new Branding project.

Multimedia resources. Management and development. Corporate Social Responsibility Campaigns.

Madrid

2015 > Today

WORK EXPERIENCE

ITP AERO

IT Consultant, Specialist in Computer-Based Training

REVIEN, Virtual Reality for Training. Design, technical specification, management, UX/UI and interactive content.

SICEMAM, Expert Cyber System for the collection, storage, management and transfer of knowledge in the Maintenance of Military Aircrafts. RA+RV System. Design, technical specification, management.

Interactive Electronic Technical Publications (IETP/M). EJ200 and J85 engines, and EJ200 Test Bed: Generation of IETP-Web manuals based on DMs. AECMA S1000D and ATA.

CBT Computer based Training.

EJ200 engine: Design, storyboards, UX/UI and content development.

Training courses. TP400 and Trent XWB engines.

Offsets Management. EJ200 engine export campaigns. Transfer of Technology and Training Systems.

Madrid

1998 > 2015

CATTANEO (Acattmedia)

Director, Senior Consultant

Coordination of teams and management of multiple projects, meeting the requirements and budgets, with quality, attention to detail and on time.

Engineering, Software, Training, Technical Publications, Consulting, Marketing, and Graphic Design projects, with a large off- and online portfolio.

Madrid

2006 > Today

INTERESTS

Fine Arts / Photography

Sailing

Travelling



COVER LETTER

I have developed my professional career for 22 years specializing, from the very beginning, in the management of digital projects and as a driver in digital development and technological innovation. My academic background is in Industrial Design.

I joined the international pharmaceutical company Cantabria Labs (*Industrial Farmecéutica Cantabria, S.A.*) in 2015 as **Chief Digital Officer**. My main mission is to drive the company through its digital-cultural transformation process and to strengthen its online presence and reputation, getting the laboratory to reach an excellent position* through the implementation and optimization of digital marketing channels and resources; websites and social media. I have developed several digital platforms and tools aimed at the employee, the professional client and the final consumer. Thus I have made the company more agile and efficient as well as eco-sustainable. I am also responsible for the development and implementation of the company's new corporate branding, in offline and online media, as well as the correct application of branding in the packaging of products, ensuring that all product brands are now recognized under the corporate umbrella brand. I have also managed Corporate Social Responsibility campaigns in Spain, such as "Tómatelo en serio" ("Take it seriously"), awarded as a "Best Initiatives 2016" of Correo Farmacéutico.

From 1998 to 2015, I worked for ITP Aero (*Industria de Turbo Propulsores S.A.*) as a **Senior Consultant**. I acquired a deep knowledge of the maintenance and operation of aeronautical engines and auxiliary systems. I implemented and managed the development of applications based on Virtual Reality and Augmented Reality. I developed interactive digital projects and resources in the In-Service Support department, in the Training and Technical Publications areas. I also collaborated with other areas of the company such as the Defense and Commercial departments, managing offsets for export and marketing campaigns.

Simultaneously, I have been **Manager** and **Senior Consultant** at my own company, founded in 2006. I provide digital marketing services to clients from very diverse sectors, and over the years I have demonstrated a great ability to understand businesses and synthesize information, acquiring strong negotiation skills and offering excellent customer service.

I feel very comfortable managing and developing technical works. I am a problem solver who is proactive, effective, patient and who takes great care of details.

Being very demanding and respectful, I have very good qualities for teamwork both with colleagues of the same hierarchical level and superiors, as well as for coordinating multidisciplinary teams.

I am practically bilingual in English; I was born in Madrid, but for family reasons spent almost my entire childhood abroad.



I am interested in being part of a company where I can bring experience and value, and of course evolve in my professional career.

I am also comfortable working independently and reaching different collaboration agreements.

*Top 6 according to the study GTO "Digital Presence of Spanish Pharmaceuticals," 01/10/2017.