

# ANTONIO MARTINEZ-CATTANEO

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## SUMMARY

Strategic digital professional with twenty four years of experience in digitalization of companies and marketing. Combines quick understanding of industries and businesses with experience in corporate branding, guiding campaigns, product launches, marketing deliverables and content strategy. Excels at contributing with disruptive ideas and managing the development of innovative projects, with wide experience managing the cultural/digital acceleration of organizations. Clear and consistent communicator and very skilled in building long term relationships within teams, customers and suppliers.

## SKILLS AND EXPERTISE

- Team management and leadership · Entrepreneurship · Digital Marketing · Innovation and creativity · Problem solving
- Working long distance · Branding/Rebranding · Deep knowledge in IT · Advanced editing skills.

## EXPERIENCE AS EMPLOYEE

CANTABRIA LABS

Madrid, 2015 > 2021

### Chief Digital Officer & Art Manager

- Oversaw a 5-person digitalization team plus outsourcing professionals, tasked with executing the digital transformation of the company, digital marketing projects development, corporate communication, corporate social responsibility, and sponsorships. Manage budget ranging from €0,5M to €1M.
  - In charge of keeping the digital team on-task, reporting to the CEO, as a member of the Management Committee and manager of the Interdepartmental Digital Committee.
  - Represented the company in *Cre100do Middle Market Foundation for Excellence* showcase meetings, along the Corporate Social Responsibility national tour *Lo Que De Verdad Importa*, and during multiple sponsor events.
  - Generated a solid corporate brand reputation by achieving a top position in digital presence; Top 6 of spanish pharmas in 2017.
  - Globally spearheaded the new corporate branding, packaging and marketing materials, ensuring the consistency of all elements.
- > Initiatives: *Digital Vademecum* and *Digital Prospects*. Centralization of product data, sustainability and functionality · *Aulacare* Corporate and professional e-learning platform · *BeDigital* Employee digital skills and abilities e-learning project.

ITP AERO

Madrid, 1998 > 2015

### IT Consultant, e-Learning specialist

- Led the development of I-D Augmented and Virtual Reality projects.
  - In charge of developing Training courses and Technical Manuals inside the In-Service Support department.
  - Coordinated the design of Offsets for EJ200 engine export campaigns, as for Transfer of Technology and Training Systems.
- > Initiatives: *REVIEN* Virtual Reality for Training · *SICEMAM* AR+VR Expert Cyber System for the collection, storage, management and transfer of knowledge in the Maintenance of Military Aircrafts · *IETP/M* Interactive Electronic Technical Publications/Manuals for EJ200 and J85 engines & testbeds · *CBT* Computer based Training courses for EJ200, TP400 and Trent XWB engines.

## SELF-EMPLOYED EXPERIENCE

CATTANEO DIGITAL INNOVATION

Madrid/remote, 1997 > Today

### Director, Senior Consultant

- Led digitalization, innovation, digital marketing and training projects for multiple customers.
- Portfolio & services: <https://www.cattaneo.es>

CATTANEO PHOTO

Madrid/Valencia, 2021 > Today

### Professional Photographer

- Established a professional photography business.
- Portfolio & services: <https://www.cattaneo-photo.com> and <https://www.instagram.com/amcattaneo>

## EDUCATION

*Istituto Europeo di Design*.  
Degree in Industrial Design. Madrid 1997

## LANGUAGES

Native Spanish bilingual in English.  
Intermediate level of German. Humboldt Institute 1992

## SPEAKER

- DES Digital Business World Summit, Madrid 2018 · Cre100do Fundación Innovación Bankinter, Madrid 2017 · INESDI Centro de Innovación BBVA, Madrid 2017 · Cre100do & A.T. Kearney, Sevilla 2017.

## COVER LETTER

For the past two decades, I have developed my career as a digital projects manager and driver of technological innovation in my roles at both Cantabria Labs and ITP Aero, where I leveraged my academic background in industrial design to build successful teams and lead digital transformations of the traditional businesses.

I joined the international pharmaceutical company Cantabria Labs in 2015 as **Chief Digital Officer**. My main mission was to drive the company through its digital-cultural transformation process and to strengthen its presence and reputation, getting the laboratory to reach an excellent position\* through the implementation and optimization of digital marketing channels and resources such as websites and social media. I raised and spearheaded several digital platforms and tools tailored to employee, client, and consumer needs. These changes resulted in the company's transition to a more agile, efficient, and environmentally sustainable model. As the company's **Art Manager**, I was also responsible for the development and implementation of the company's new corporate branding and marketing materials in offline and online media. I supervised the correct application of branding on the product packaging, and ensured all product brands were recognized under the corporate umbrella brand. I was also in charge of Cantabria Labs' Corporate Social Responsibility campaigns in Spain, including its "Tómatelo en serio" ("Take it seriously") campaign, which was awarded a "Best Initiatives 2016" in the Correo Farmacéutico. I represented the company at multiple public-facing events.

Before joining Cantabria Labs, I worked for over fifteen years at ITP Aero as a **Senior Consultant**. In this role, I acquired a deep knowledge of the maintenance and operation of aeronautical engines and auxiliary systems, and I led the development of projects based on Virtual Reality and Augmented Reality. I also developed interactive digital projects and resources in the In-Service Support department, specifically in the disciplines of Training and Technical Publications, while collaborating with the company's Defense and Commercial departments to manage offsets for export and marketing campaigns.

I have been a **freelance manager** and **independent senior consultant** since 1997, and I continue to provide digital transformation and marketing services to clients from diverse sectors. I have the demonstrated ability to understand businesses and synthesize information, and through years of experience I have acquired strong negotiation skills and excellent customer service. I am comfortable managing and developing complex technical projects and am a proactive, effective, and patient problem-solver who pays great attention to detail.

In addition, I am bilingual in English and Spanish and have the communications skills and experience to coordinate multidisciplinary teams and work with colleagues and superiors across wide-ranging contexts.

During the last months, I have established a professional photography business that I combine with my digital activity.



I am looking forward to contribute my experience and value as an **innovator and strategic change-maker**. I am open to work as part of the organization in companies or as part of a company or in collaboration with organizations as an external consultant.

\* Top 6 according to the study GTO "Digital Presence of Spanish Pharmaceuticals," 01/10/2017  
196.28% overall increase of social media followers, counting all profiles, from 2016 (21,707) to 2021 (203,448)