

Joaquin Pimentel

Senior Interim Director at IOR Network for Talents

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Summary:

Executive Director with international experience and track record of achievement in blue chip and fast-moving consumer goods companies.

A proven leader with a track record developing successful strategies for profitable business growth; passionate, creative and commercial. My strong people management abilities allow me to lead, coach and manage my direct reports to growth and success.

Experienced in working on a local and international environment developing brand strategies that have a global marketing approach. Managing brands at different levels of their product life cycle and always maintaining strategies for profitable market share growth.

Skills:

People management, Media Planning, Branding and Retail strategy and P&L Management., Strategic planner, Successful in market penetration, Goal-oriented performance, Exceptional problem solver, multi-lingual

Specialties:

Expert in the creation and development of effective sales and marketing teams in a challenging variety of companies, markets and business situations

Passionate about brands & business, strong communication and interpersonal skills.

High creativity with a positive and enthusiastic personality. Excellent organizational and planning skills, adept at working in a high pressure, time constrained environment.

Experience

Senior Interim Manager and Independent Consultant - March 2006 to present

- **Senior Interim Director at IOR Network for Talent - Actual**

Interim managers are experienced business leaders who are able to manage an organization through a period of change or transformation, provide stability to a business following the sudden departure of a senior leader, or provide a highly specialized skill set which a business may not have internally.

- **Export Manager** - February 2017 - January 2018 (1 year)

Responsible for the development of brands abroad - I worked in an Strategic Develop key markets and attract Companies willing to invest in Spain to distribute their brands.

- **Commercial Director** - January 2012 – December 2017 (5 years)

Director of Marketing, Sales and Logistics, undertaking an essential role in this B2C Company.

- Leading a team of 15 people and devising a new strategy for the company.

- Liaising effectively with importers and distributors on an international level.
- Boosting sales of in the main markets, creating new ones and portfolio expansion
- **Senior Consultant** - June 2010 - August 2011 (1 year 2 months)

Guinean Capital Company specialized in new business development in the construction, pharmaceutical, civil engineering and consumer goods sectors.

- Commercial Director promoted to General Manager.
- Restructuring of management systems and company organizational chart
- Highlighting management by objectives.
- Turnover of 10 MM € in 2010, with a projected 15 MM €, in 2011, taking into consideration future acquisitions.
- **Team Manager and Advisor** - June 2009 - May 2010 (1 year 1 month)

My role was to support the sale of the business with a strong focus on cost reduction.

Company with strong presence in Spain in the sector of electrical energy commercialization, providing a total of 700 Gwh to large clients. It was undergoing a critical situation between closure and sale with a demoralized team affecting results.

Assessment of the sale of the business as the best option and successful completion of the operation with a sale to a Swiss company.

Cost reduction of 15 MM €, and smooth operations until the sale date.

- **General Manager** - June 2007 - May 2009 (1 year 11 months)

Spanish advertising agency with a team consisting of 4 managers, 130 employees and a turnover of 32 MM €, which was undergoing a critical situation.

Clients include Telefonica/Movistar, Carrefour, Diageo, L'Oreal, Metrovacesa and Schweppes.

- Carried out the reorganization of the advertising agency and improved client relationships, resulting in new accounts.
- Extensive reorganization with job cuts of 30% without losing effectiveness as well as setting up a new business team.
- Development of existing clients, building rapport and establishing new accounts such as Glaxo SmithKline, Intralot, Micropolix and Palacios.

- **Senior M&A Consultant** – January 2007 - June 2007 - (6 months)

Implementation of various projects for different companies, with focus the acquisition of a Portuguese advertising agency.

- Evaluation of the Portuguese market to secure the acquisition of the agency.
- Successful acquisition of the Strat agency in June 2008 for 5 MM €

- **Interim general manager** – August 2006 - December 2006 - (5 months)

- Launch of an innovative, frozen, cone-shaped pizza into the market.
- Supervised final construction of the new factory prior to production start-up.
- Creation a team of 25 sales rep to support the regional launch plan.

Commercial VP, Cigars, Spain at ALTADIS - April 1997 - July 2006 (9 years 4 months)

Commercial VP, Cigars, Spain January 2006-July 2006
 Commercial Director, Cigars and Cigarettes, Morocco 2003-2006
 Sales and Marketing Director, Cigarettes, Spain 2000-2003
 National Sales Director, Cigarettes, Spain 1998-2000
 Commercial Development Director, Spain 1997-1998

Marketing, Trade and Sales Director at PEPSICO Jan 1993 - April 1997 – (4,5 years)

- Established New Field Marketing Department, improving merchandising effectiveness.
- Pioneered Trade Marketing function introducing a new system of analysis.
- Sales Director Modern Trade in the Mediterranean Area and Andalusia.

Country Manager at QUAKER OATS - 1990 - 1992 (3 years)

- Establishment of the company in Spain.
- Successful introduction of Gatorade to the Spanish market.

Commercial director at ELOPAK - 1988 - 1990 (3 years)

- Reorganized the commercial department.
- Achieved an annual sales increase of 20%.

Senior Product Manager at Orangina Schweppes - 1986 - 1988 (3 years)

Responsible for the Citric range and the Cariba brand with annual revenue of €120M and an A&P budget of €15M.

Trainee and junior marketing specialist at LEVER IBERICA - 1983 - 1986 (4 years)

Mimosin fabric softener and Luminoso dish wash liquids.

Education

- IESE Business School 1998 - 1999
- MBA, General Management, 1999 - 2000
- Universidad Autónoma de Madrid Bachelor's, Economics, 1977 - 1983

Languages and membership

- Spanish Native
- English Fluent
- French Fluent
- Italian Basic
- Member of the Advisory Board, International College Spain
- Member of the San Jerónimo el Real Choir
- Activities and Societies: Club Estudiantes Basketball team