

Carlos Bastarrece Gómez-Pineda

Senior Consultant en IOR Network for Talents

cbastarrechep@ior.es



Summary

Senior Executive with more than twenty years of managerial experience in transforming business models.

Results-driven marketing executive deeply involved in all phases of strategic marketing planning, social media, digital marketing, external & internal communications.

I am self-directed, collaborative, consultative and agile with a successful track record of formulating strong business partnerships to increase outcomes and create synergies.

Global, strategic vision and management experience in projects focused in digital transformation.

With experience in optimizing and growing digital sales, I have been developing processes in order to increase performance, new services and products launches both in B2B and B2C markets.

I am used to manage multidisciplinary teams to achieve goals in complex environment
I am specialized in Inbound marketing, customer experience, customer journey definition and ecommerce.

Experience

IOR CONSULTING - NETWORK FOR TALENTS

Senior Interim Manager Mar 2020 - Present

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.

PA DIGITAL Madrid (Digital Marketing)

Online Channer Head Sep 2019 - Dic 2019 Madrid (Digital Marketing)

- Definition and management of the digital Customer Journey (Omnichannel)
 - CRO: Complete management and optimization of the conversion funnel
 - Digital contact: Management of all platforms (website, Customer Area, APP, ecommerce, SMS and email mk)
 - Email Mk: +2M emails sent per year using 70 different custom creative templates
 - + 150 communication workflows working at the same time
- Team: 8 internal and 10 external (8 suppliers/agencies)
- Area budget: € 700K
- CMO direct report

Digital Trade Marketing Head Feb 2014 – Agt 2019 (Digital Marketing)

- CRO: Complete management and optimization of the conversion funnel (Inbound and Performance Mk)
- Marketing - Sales union link (3 channels Face-to-face, Telephone and Large Account)
 - Coordination: Product launches, commercial training, sales network motivational actions
 - POS: Development point of sale materials (brochures, virtual showcase ...)
 - Offering: Promotions package and offers definition
- Team: 5 internal and 6 externals (4 suppliers / agencies)
- Area budget: €500K
- CMO direct report

Achievements:

2019

- Lead generation strategy: Today generating + 9000 leads/ € 800K per year
- Blog management (SEO content): <https://www.padigital.es/impulsa-negocio>
- (Until 2019 published +1000 post and 70 ebooks)

2017

- launch 1st ecommerce in Spain where any business can buy services related to the digital Mk: <https://canalonline.padigital.es>
- Implementation Sales Fore CRM

2015

- Be one of the first companies to implement an Inbound MK strategy (2015)- Mk Automation tool (eloqua). In 2019 +100 active workflows
- Development and positioning corporate website: <https://www.padigital.es> (SEO increase 2017 30%, 2018 25%, 2019 30%)

HIBU Madrid (Digital Marketing)

Senior Trade Marketing Manager Apr 2012 – Jan 2019 (Digital Marketing)

- Responsible POS development: (brochures, virtual showcase ...) necessary for the sale (14 products) within the Spanish-speaking countries of the group (Spain, Peru, Chile, Argentina and Latin American market)
- Team: 5 internal plus an agency with an international presence
- Area budget: €1M
- POS Global Head direct report

Achievements:

- New brand company launch: Unification of all sales support materials (TOV, look and feel, messages, argumentation ...) Objective have the same sales speech worldwide
- Management of a multicultural team of 5 people and creative agency located in 5 different countries

YELL PUBLICIDAD Madrid (Digital Marketing)

Trade Marketing Team Leader Jun 2007 – Mar 2012

- Definition and implementation new sales method, personalized by customer type (CRM tags) and sales channel (Face-to-face, Large Account and Telesales)
- Provide the commercial network with the information / materials / tools in any support necessary for both the preparation of the commercial visit and sale. (Dossier, catalogues, websites, multimedia ...)
- Creation and maintenance documentary database (intranet): Contents addressed to the commercial team
- Team: 3 internal plus 1 creative agency
- Area budget: € 300K
- Marketing Direction direct report

Achievements:

- Development and maintenance the first Virtual Showcase of the company's products. It was developed in web format where the offer of products and services were presented
- Sales team (+1000 face-to-face sellers and +200 telemarketers) training to adapt to the new sales method (CRM)

TPI TELEFÓNICA PUBLICIDAD E INFORMACIÓN Madrid (Digital Marketing)

Customer Manager Expert Oct 2002 – May 2007

- Participation
 - In the implementation of customer management according to customer typology (CRM)
 - In the implementation of the Loyalty Plan for Preferred Customers (Direct Mk, Events. Merchandising)
- Clients Manager direct report

Achievements:

- Definition and development of the first promotional plan for customers with redemption of gifts for points through an online (web) medium
- Budget € 1M

Internship in Sales Direction Sep 2001 – Sep 2002

- Internal communication (Planning sales training)
- Content Library creation

Education

ESIC 1998 - 2002

Degree in Commercial Management and Marketing. Business Management and Marketing

INTERNAL TRAINING 2007 – today

Seminars: Digital, Inbound and Performance Marketing, SEO and CRM

Languages

English: High level. Three years of Business English in ESIC and Four years in Ireland Elians Dublin.

I have worked in an English multinational with daily contact with US and UK

Other

Speaker at forums and events in the Digital Marketing arena: Futurizz, ADN Pymes, “we are future”, etc.