

Pablo Moreno Fernández

Senior Consultant IOR -Network for Talents

pmoreno@ior.es



Summary

My drivers are **curiosity** and attraction for **innovation, technology** and the development of new **business opportunities**.

This has allowed me to acquire an **extensive experience** and a global vision. I **generate alternatives** and I always **focus on results**.

That is why I can add value in **consulting** positions, **interim management** or **managing** successful **teams in sales, marketing, strategy, business development, operations, negotiation or digital transformation**.

I have acquired this experience in sectors such as **Telecommunications, Technology, Insurance** and in technology, strategy or operations projects of **large companies** from **different sectors**.

I am a **team player, versatile, open and entrepreneurial**. I foster **continuous improvement** to **develop people** and **winning teams** and to encourage their commitment. I learn from all experiences and from all available sources, always listening to the signs of this changing and demanding environment.

Throughout my professional career I have been involved in several **launches of companies, business lines, products and services**, both from a strategic and operational perspective.

Besides work, I am passionate about my family, friends, sports, science and culture.

There are few things which can be compared to skiing a virgin slope with my kids or my friends!

Experience

IOR - NETWORK FOR TALENTS

Senior Interim Manager may 2023 - present

An Interim manager is experienced business leader 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.

activeS

Business Development Consultant jul 2013- present

activeS carries out the business development of foreign technology companies in Spain, such as [Kube Partners](#), [Whitesky](#), [Pricing LAB](#), [Invyo](#), [Beekeeper](#), [Doro](#), [Yepzon](#), [Optenet](#), [Our City App](#), [Iricent](#), [BaseN](#), [FastROI](#), etc.

Development of the distribution channel, commercial office, first level technical service, tool development, business processes, company policies.

Consultant for companies such as [Consultia](#), [Enterprise Ireland](#), [Nexe](#) o [Wit-YGroup](#), for clients such as [Vodafone](#), [Telefónica](#), [Repsol](#) o [Red.es](#).

Achievements: introduction of Doro phones for senior in Vodafone, Orange, Phone House, etc. with more than €0.5M/year. Introduction of Optenet, SW for security in Vodafone Spain and several countries, with more than 10 million users. Launch and creation of distribution channel for Yepzon. Management of several grant programs at Red.es. Organization of several events to introduce Irish companies in Vodafone and Telefónica

Vodafone

Director of Interconnection and Operator Services 2010 - 2013

Negotiation and management of wholesale services with the rest of the Spanish operators and international carriers, Telefónica, Orange, ONO, Euskaltel, etc. More than 1,500 contracts. Interconnection services for voice, SMS, data, etc. Infrastructure sharing services, dedicated circuits, RAN Sharing, ADLS, Fiber (OBA NEBA, ORLA, MARCO), sites, radio links. Buy €600M/year and sales €525M/year.

Achievements: detection of interconnection fraud worth more than €10M/year. Reduction 15% prices for renting Telefónica circuits. Opening 200 centrals for direct ADSL. RAN Sharing agreements with savings of millions of euros. Improvements in business processes and incidents in OBA (Telefónica subscriber loop for ADSL) with the application of penalties and improvement of provisioning and portability times by 50%. Cost reduction 15%

Director of Mobile Virtual Network Operators 2006-2010

Department responsible for the relationship and negotiation with companies candidates to be Mobile Virtual Network Operators. It participates in the coordination of the launch and operation of the MVNOs Euskaltel, RCable, Telecable, pephone, Eroski, BT, etc. and in the negotiation with potential MVNOs such as ONO, Mas Móvil, etc.

Achievements: Vodafone goes from a market share of 0% to be the first operator with a 52% share in lines, with more than 1 million customers. Creation of new services and platforms such as MVNE and wholesale ADSL business launch with Pepephone

IECISA Inetum

Telephony and Shopping Centers Business Unit Director 2003-2006

Management of the Business Unit formed by the departments of Telephony Purchasing (€65M), Sales to Distributors of Amena (€15M) and Sales to Shopping Centers (telephony, Integrated Solutions and computer stores, €65M).

Achievements: As a wholesaler for Amena-Orange, it goes from the 5th position and with a share of 2% in residential and 0% in corporate with presence only in one territory, to

the 3rd position, with a share of 23% in residential and 18% in corporate with presence in all territories. Negotiation of repurchase and resale of obsolete phones in ECI and Telecor stores worth €1.5M and improvement of processes to avoid obsolescence

Quantum Gap

Chief Financial Officer 2001-2003

AIRTEL-VODAFONE 2000 - 2001

Marketing Manager Integrated Solutions and Large Enterprises

Marketing and launch plans (offering, communication, market research, training, business processes, tools, etc.) for advanced Large Enterprises and SMEs. Multiple technologies. Budget of €3.5M. and an annual turnover of €180M

Manager of Strategic Marketing. Strategy Area and Fixed Unit 1997-2000

Product Manager. Marketing Department 1995-1997

Successively from: terminals, SIM cards, short SMS messages and SMS value-added services.

IECISA Inetum

COMETA-SRM. Responsible for Relations with Manufacturers 1992-1994

Tender for GSM mobile phone license with national and international partners.
Manufacturer Evaluation.

Product Manager. Technology and Communications Department 1991-1995:

Management staff in new technologies for use in group companies and sale by IECISA

Different positions 1986-1991

in several companies: among others, substitute professor databases Universidad de Comillas ICAI. Campus Cantoblanco.

Education

1996- 1997 **IESE Madrid: Master in Economics and Business Management** 2 years, experienced professionals

1984- 1991 **Escuela Técnica Superior Ingenieros Telecomunicación Madrid. Telemática**
60 training courses Postgraduate, Commercial, Marketing, Languages, HR, Technical and others.

Languages

English: High level comprehension, reading, expression and writing

Italian: High level comprehension, reading, expression and writing

French: High reading, medium comprehension and writing, low in expression.

Associations

IESE member, Asoc. Spanish Telecommunications Engineering, Asoc. Computer technicians., Asoc. Internet users and Official College Telecommunications Engineering.