

Name: **Miguel Llorens Marín**

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## WORK EXPERIENCE

**BAYES FORECAST, Business Intelligence Consultancy.** (www.bayesforecast.com)

- **Customer Service Manager.**

*Abril 2011 - current*

Project Management and coordination. Business intelligence and marketing analysis. Main Client The Coca Cola Company in Italy, Poland, Russia, Greece, Switzerland, India, Argentina and Chile. Interpretation, analysis and presentation of results of a statistical model of marketing variables (media advertising, sales promotion, price elasticities) and return of investment analysis.

**ECO00, Photovoltaic Solar Energy.** (www.eco00.es)

*April 2010 – March 2011*

- **Marketing Director**

Reporting to MD. Responsible for website, blog, social networks, newsletters and loyalty club. Sales Area: financial advisor on renewable energy investment.

**RUSTICAE, Charming Hotel Selection club.** (www.rusticae.es)

- **Business unit Director. End Customers.**

*Jan 2007 – March 2010*

Reporting to MD and Board Member. Manager of a team of five people.

Online Marketing manager (website, blog and social networks); online booking engine; Loyalty club (segmentation and CRM); Online distribution; Sales partnerships (Expedia; Hotel.de), Tour Operators and Collective customers (Iberia Plus, Women Secret).

- **Quality Control and New Business Director.**

*Nov 2003 – Dec.2006*

Quality Control functions (Manage the General Quality System, ISO 9001); Sales Area (Manage New Business Development); Training Area (Director of Official Masters in Hotel Management, UEM); Manage Consulting business.

**DIAGEO SPAIN, Madrid.** (www.diageo.com)

- **Strategy and New Business Analyst.**

*Nov 01 – Oct. 2003*

Strategic process and New Business Development department: Project leader of strategic packaging review and accessibility, identifying business opportunities through new formats and brands distribution.

Responsible for collaborating on international Global Strategy projects representing Diageo Spain.

Negotiation leader of distribution agreement in Spain of Bourbon Brand Four Roses, and internal coordination of business plan with sales and marketing. Net Profit € 2M

Member of multifunctional teams of strategic Project development including 'Super premium brands' and 'Promotion and advertising investment effectiveness'.

- **Key Account Manager.** Eroski Group, Mercadona, Intermarche.

*Sept 98- Oct 01*

Negotiation of annual contracts with big retail groups, development of promotional plans, Category management strategy and market research reports. Cash & Carries and Distributors.



- **Brand Manager.** Cream Liqueurs category brands.  
Development of on-trade promotional activity.

*Jan 98- Aug 98*

**DIAGEO UK. Harlow, United Kingdom.**

*Jan 97 – Dec 97*

- **Brand Manager** Sherry wine brands (Tio Pepe and Croft Original) and new brand development.  
Marketing plan development (re-positioning, advertising and promotional activity) and new product launch.

**DIAGEO SPAIN. Madrid**

*Jun 96 – Dic 96*

- Key Account Manager junior. Planning of sales expenditure in National Accounts department.

**WELLA GREAT BRITAIN. Basingstoke, UK. (www.wella.com)**

*Oct94 – Aug 95*

- **Trade Marketing Assistant.** Creation and development of promotional activities in the professional channel (hairdressing salons).

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## EDUCATION

- **PhD. In Business Studies.**

*1998- 2003*

Distinction ‘Cum Laude’. Universidad Complutense de Madrid. Business and Economics Studies Faculty. Marketing Department. Research title: ‘Promotional Impact in Fast Moving Consumer Goods’.

- Postgraduate Diploma ‘Chartered Institute of Marketing’. UK.

*1995*

- Business Studies Degree.

*1987-1992*

Universidad Complutense de Madrid. Marketing Specialisation.

- **Business Studies Degree.** Marketing Specialisation.

*1991-1992*

MIDDLESEX UNIVERSITY, London, United Kingdom. Erasmus grant.

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## TEACHING EXPERIENCE

- Associate professor. Universidad Complutense de Madrid, Faculty Business and Economics Studies Faculty. Marketing Department. Academic years from 03-04 to current. (Doctorate programme teacher in years 2008-2009 and 2009-2010).
- Associate professor. Universidad Carlos III de Madrid. Business Studies Department. Subject taught: International Marketing. Years from 04-05 to 07-08.
- Co-director of Master’s Degree in charming hotel management. Universidad Europea de Madrid (2004-2010). Teaching tourism marketing subject.
- Teacher at “Promotional Marketing Master’s Degree”. Subject taught: “Strategy and techniques in Sales Promotions” at U. Complutense de Madrid. Years 04/05 y 05/06.
- Coauthor of book: “Sales promotion Research in Spain. Published by Netbiblo, 2007; and various articles published in scientific publications.

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## ADDITIONAL EDUCATION

- Course of Cooperative Learning Techniques (10 hours). Instituto de Ciencias de la Educación, UCM. 13th and 14th september 2007
- Course of communication skills in a classroom. Instituto de Ciencias de la Educación, UCM. 20th to 24th june 2005

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## LANGUAGES AND INTERNET



- **Excellent level of English:** used commonly at work and three years of residence in United Kingdom; **Portuguese:** intermediate level.
- Founder of website on information for celiacs: <http://www.guiaceliacos.com>
- Professional command of Microsoft Office (Excel, Power Point, Word, Access, Project, Visio); Data base Software, Dynamics CRM de Microsoft. Advanced level; Word-press
- Profile in Linked-In (<http://es.linkedin.com/in/mllorens>)

Updated: Feb 2013