

## PROFESSIONAL EXPERIENCE

2013-2017. IMAGE GC. CEO. EEUU

Creation, development and Project implementation and brand optimization focused on talent acquisition and sales for large corporations such as Sears, Sacks, Crasky, Pasi3n Restaurants, Esden, Repsol, Telefonica. Organization and leadership of seminars and workout sessions based on adaptation of brand image on different international markets.

2005-2014. THE PERSONAL SHOPPER SCHOOL. FOUNDING PARTNER. SPAIN

Founder of The first School in the field of Image Management in Spain with 700+ alumni Designer, structure manager and coordinator of all courses, seminars, events and conferences. Professor in Image Management.

2005-2010. EL CORTE INGLES. MARKETING DIRECTOR. SPAIN, PORTUGAL.

Creation and development of the new Personal Shopper business unit as a way to build customer loyalty and fidelization to their brand. Internal marketing for the development of the new business. Design the complete range of services and recruit/train personnel in all retail stores. Introduction of 24 stores in Spain and Portugal. Responsible for VIP clients (Congressman, football stars, TV stars, singers, royal families) .

The Department has had a direct impact on sales (+20%) and has kept as one of the business unit to show a positive growth during the economic crisis

2010-2016. CHIVI SHOES. BRAND MANAGER. CO-FOUNDER. SPAIN

Conceived and developed an exclusive brand of high end tailored made shoes. Positioned the brand in the upper segment of the shoe market creating an exclusive concept of making shoes based on the unique features of our clients. Responsible for the daily management of the company.

The start-up was transformed into a company with over 260 clients, 20 different models, as an exclusive boutique in Madrid and sales to Spain, Mexico and Colombia

2000-2005 GRUPO CARREFOUR. FASHION DESIGNER & PROJECT MANAGEMENT COORDINATION OFFICE. SPAIN, FRANCE, ITALY, BELGICA, CHILE, ARGENTINA, BRASIL.

Developed and designed men's collections. Conceived and developed a new service of tailor-made shirts on the men's Department. Designed an exclusive collection of seasonal ties with a brand new name that lead to new sales of 300%+. Responsible for coordinating the design across different departments of the store (i.e. home, Men's Women, Kids.).

## PROFESSIONAL DEVELOPMENT

2016. AICI: Award for the contributions to the world of Image and Personal Shoppers.

2015. FORO EUROPA 2001: Gold medal for my professional trajectory

2010-2013. PRESIDENT. ASEDAI. SPANISH ASSOCIATION OF IMAGE ADVISORS. ASEDAI. SPAIN.  
Creation of the Association with the purpose to facilitate the insertion of the professional life for all graduates of "The Personal Shopper School" and all others independent professionals. Upon the creation, Set up a legal framework to protect all parties involved, from the Personal Shoppers with their hiring needs, contracts, headhunters relationships, to the ultimate beneficiary, the client.

2006-2016. Guest on national and international television, radio and magazines on numerous occasions covering fashion and personal image programs.

## LANGUAGES

SPANISH: Mother tongue

ENGLISH: Fluent

MEXICAN & SPANISH CITICENT

## UEDUCATION

1993-1994 GRAPHIC DESIGN AND CORPORATE COMMUNICATIONS. TRACOR MADRID

2001- 2002 TEXTILE TECHNICIAN. AITEX MADRID

1986-1988 PROFESSIONAL PHOTOGRAPHY. CEV MADRID

1985- 1988 GRAPHIC DESIGNER. CENP .MADRID

1984- 1986 IMAGE CONSULTANT. OCC. LOS ÁNGELES. CA

## RECOMMENDATION

Upon request.