



RAFAEL OLIVER

SENIOR EXECUTIVE
Industry | Durable Consumer Goods
Global Sales and Marketing

EDUCATION

Industrial Engineer
Zaragoza University

LANGUAGES

English
Fluent

French
Basic

CONTACT

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WORK EXPERIENCE

January 2016

BELLOTA

September 2009

Global sales and marketing leader

- To lead sales and marketing planning process as well as its implementation.
- Coordinate with each regional Managing Directors all the sales and marketing activities in the subsidiaries.
- To lead R&D&i department and new product development process in the group.
- Defining brand strategy.

ACHIEVEMENTS:

Successful sales expansion in Mexico, Central America and Colombia. Increasing market presence in UK, France and rest of Europe, making Bellota Group fully international, not depending on the local market.

Restructuring the company to reinforce teams in areas with high potential and reducing expenses in other markets affected by the crisis. Changing team's behaviors, from strong hierarchical culture towards more open leadership. Changing competitive drivers moving away from price by adding value to the product portfolio with design and innovation.

Creating a new brand strategy, rationalizing the number of brands, defining their positioning in the market and launching a digital strategy.

September 2009

BELLOTA

September 2008

Sales and Marketing Director EMEA

- To lead a team of 45 professionals in sales, marketing and product development to increase our market share in Spain and in export markets.
- Responsible for sales with 2 sales manager for Spain and 1 Sales manager for Export.

ACHIEVEMENTS:

Reorganize sales team in Spain due to construction crisis. To gain hammers business in Leroy Merlin. Increase turnover 15% in export, expanding our customer portfolio in Poland and Russia.

January 2008

BLACK&DECKER

January 2004

Consumer Business Unit Director Spain & Portugal

- Full responsibility of the B.U. P&L results.
- Leading negotiations with key accounts.
- To lead strategic planning of the B.U.
- To manage a team of 23 members, among them, one Marketing Director, one Sales Director for Portugal, one Sales Director for Spain and a Key Account Manager Director.

ACHIEVEMENTS:

Reorganize sales team hiring and training 6 new sales reps and a key account manager for the specialized power tools channel. Improving, as result, point of sales image and sales and reducing the cost of the sales team. In 2005, development of the FOB sales model for the Iberian market with more than 5 M\$ in additional sales. Also in 2005 reorganizing the home appliance business, opening new channels of distribution increasing turnover more than 40%.

January 2004 **BLACK&DECKER**
April 2000 *Marketing Director*

- Elaborate, with a team of 3 PM, the marketing plans and coordinate the implementation with the sales team.
- Manage brand positioning in Iberian market. TV campaigns.
- Organizing pricing strategy, market implementation. Catalogues. Other BTL.

ACHIEVEMENTS:

Evaluating all the commercial process to implement SAP system, in 2004, achieving higher efficiency and improving sales plan. In 2002, development of a category management project making possible several exclusive contracts with leading retailers in Spanish market. In 2000, introduction of a local marketing plan, improving results and efficiency.

April 2000 **BLACK&DECKER**
January 1999 *Key Account Manager traditional trade*

- Elaborate sales plans and forecasting. New product introductions.
- Negotiations, promotions and contracts, with hardware retail chains.

ACHIEVEMENTS:

In 2000, Special agreements with all specialized buying groups to elaborate joint sales plans combining their promotional periods with B&D new products calendar.

January 1999 **BLACK&DECKER**
August 1997 *Accessories Product Manager*

- Define the range of products and pricing policy. To manage inventory levels and service levels to be in the company standards. Supporting sales team.

ACHIEVEMENTS:

In 1998, organizing transition from B&D brand to Piranha brand in the Spanish market.

August 1997 **BLACK&DECKER**
August 1996 *Sales Representative in Aragón*

- Expanding customer portfolio, increasing sales and brand presence.

ACHIEVEMENTS:

Increase my customer portfolio with 11 new relevant customers achieving sales targets.