



JUAN IGNACIO PINTO ERVITI

MBA, BSc INDUSTRIAL ENGINEER



WORK EXPERIENCE

Jan 2019 -Present

DATA SPECIALIST – EUROPE DIVISION

Scandinavian Tobacco Group

♥ Madrid, Spain

- Leading Business Intelligence projects for commercial team in European Division.
- Delivered commercial insights for Europe countries that drives data decision.
- Develop market analysis for commercial planning and marketing strategies definition in Commercial Excellence team.
- Responsible of reports and KPI to track countries performance.

Jul 2011 – Dec 2018

SALES OPERATIONS MANAGER

Scandinavian Tobacco Group

♥ Madrid, Spain

- Developed sales scorecards (KPI) that have help the sales team improve their performance (increasing the number of calls/visits and the order strike).
- Led the CRM implementation (salesforce.com) in Spain within 50 users, covering business requirements gathering, communication, training and implementation.
- Improved sales processes (CRM) and implemented a route planning tool, which has improved sales reps visit planning (reducing planning time \pm 2hrs/weeks).
- Supported the demand planning processes within Supply Chain Project, developing products segmentations and strategy for forecasting, which has improved the forecast accuracy (+5%).
- Responsible of distributors relationship in Spain, Andorra and Gibraltar. Coordinated orders and managed stock level control reducing products out of stock (no products with >15 days of oos/year).

Jan 2011 - Jul 2011

CATEGORY MANAGEMENT BUSINESS CONSULTANT

Nexium Customer Solution (Nielsen)

♥ Madrid, Spain

- Designed categories/product shelf display optimization for Carrefour in Spain (range 271 stores): optimal product assortment analysis, sales and turnover by product analysis.

Aug 2006 - Aug 2009

TRADE MARKETING COORDINATOR

Diageo

♥ Caracas, Venezuela

- Developed Customers Business Plans (FY10), estimating an expected growth of sales (5%), through marketing activities (investment being reduced -10% vs. last year).
- Managed Trade Marketing activities in Off Trade channel customers (range of +1500), KA, distributors and wholesalers.
- Developed Category Management Project ("Perfect Store") inside a KA client (Off Trade). Total investment of US \$100M (ROI <09m), achieving a sales increase +50% vs previous year.
- Designed Business Plans for Top customers. Sales (value) increased 13% vs the previous year and the visibility index increased 5%.

Aug 2005 - Aug 2006

REGIONAL SALES SUPERVISOR

C.A. Ron Santa Teresa

♥ Valencia, Venezuela

- Developed a restructuring sales team, expanding the number of clients visited (10%). Design sales and distribution routes and implementation of an incentive program for sales team (115% vs. goals).
- Designed work plan (process) for merchandising team, increasing the frequency of visits and number of clients (180 clients/week).

Jan 2004 - Aug 2005

SALES BUSINESS ANALYST

C.A. Ron Santa Teresa

♥ Valencia, Venezuela

- Elaborate sales reports (sales rep performance & sellout analysis).
- Performed a distribution channel diagnosis, recommending solutions to improve the "go to market". Analysis was presented to company executives.
- Team member of S&OP meeting. Led a project for forecast system improvement (+5% accuracy).

EDUCATION

- Dec 2010 • **MBA**
IE Business School
• Student exchange at Manchester Business School.
• Participant HEC MBA Tournament 2010.
♥ Madrid, Spain
♥ Manchester, UK
- Aug 2003 • **INDUSTRIAL ENGINEER B.Sc.**
Universidad Católica Andrés Bello
• Summer Manufacturing Program at NCSU (Aug'01).
• College Intern at Microsoft Venezuela.
• Informatics Teacher Assistant at Engineer Faculty (Sep'01 – Aug'03).
♥ Caracas, Venezuela
♥ Raleigh, US

SKILLS

MS Excel & Power BI	● ● ● ● ●
Data Analysis	● ● ● ● ●
Presentations & Communications	● ● ● ● ●
Project Management	● ● ● ● ●
SalesForce.com	● ● ● ● ●

LANGUAGES

Spanish	● ● ● ● ●
English	● ● ● ● ●
French	● ● ● ● ●

CONTACT INFORMATION

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