
Juan Ignacio Pinto Erviti

MBA, BSc Industrial Engineer

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SUMMARY

A highly skilled and experienced business professional with extensive expertise in the areas of Business Intelligence, Sales Operations, Category Management and Trade Marketing. Adept at leading cross-functional teams and driving data-informed decision-making to deliver valuable insights and optimize business performance. Skilled in using different data analytics tools and experienced in project management.

WORK EXPERIENCE

Scandinavian Tobacco Group, Spain - *International Business Data Specialist*

January 2019 - PRESENT

- Led Business Intelligence initiatives for the European Division's commercial team, driving data-informed decision-making and providing valuable insights.
- Developed comprehensive market analyses to support commercial planning and define effective marketing strategies within the Commercial Excellence team.
- Accountable for generating reports and tracking key performance indicators (KPIs) to monitor country performance and inform strategic decision-making.

Scandinavian Tobacco Group, Spain - *Sales Operations Manager*

July 2011 - December 2018

- Developed sales scorecards (KPI) that have helped 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 2hrs/weeks).
- Contributed to the optimization of demand planning processes within the Supply Chain Project by developing product segmentation strategies and forecasting tactics, resulting in a 5% increase in forecast accuracy.
- Managed distributors relationships in Spain, Andorra, and Gibraltar, coordinating orders and implementing effective stock level control measures to minimize out-of-stock occurrences (no products with >15 days of oos/year).

Nexium Customer Solution (Nielsen), Spain - *Category Management Business Consultant*

January 2011 - July 2011

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

Diageo, Venezuela - *Trade Marketing Coordinator*

August 2006 - August 2009

- 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%.

C.A. Ron Santa Teresa, Venezuela - *Regional Sales Supervisor*

August 2005 - August 2006

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

C.A. Ron Santa Teresa, Venezuela - *Sales Business Analyst*

January 2004 - August 2005

- Performed a distribution channel diagnosis, recommending solutions to improve the "go to market".
- Team member of S&OP meeting. Led a project for forecast system improvement (+5% accuracy).

EDUCATION

IE Business School, Spain - *MBA*

December 2010

Student exchange at Manchester Business School (2010). HEC MBA Tournament Golf (2010).

Universidad Católica Andrés Bello, Venezuela - *BSc Industrial Engineer*

August 2003

Summer Manufacturing Program at North Carolina State University (August 2001). College Intern at Microsoft Venezuela (2001-2003). Informatics Teacher Assistant at Engineer Faculty (2001-2003).

SKILLS

Languages: Spanish, English and French (Basic).

Software: MS Excel, Power BI, R Script, Salesforce.

Project Management.