

# Isabel MARTINEZ-COSENTINO RAMOS

My experience and interests lead me to not just be an **International Marketing and Cross Cultural Management** expert but to share it through lectures and courses to future generations. Lately I have been involved in the service industry, customer behavior and corporate social responsibility strategies. I have a great passion for people, teaching, creativity and detail.

## EXPERIENCE

### ▪ 2012- Today University Professor :

Universitat Autònoma de Barcelona:

- International Marketing (English)
- Emerging Markets (English)
- Managing Services (English)

Abad Oliva: Digital Marketing & E-commerce (English)

Escola Universitaria del Maresme- Tecnocampus: RSC (Spanish)

Escola Universitaria del Maresme: International Business (English)

Arcadia University: International Marketing (English)

### • 2006- Today **Member of the Board of Directors Silestone**

**Member of Observatori Dona Empresa I Economia**

**Cambra de Comerç de Barcelona**

**Member of Patronato Fundació Esplai**

### ▪ 2006 - 2012 **Director of Expansion and Trade Marketing Cosentino S.A. Almeria, Spain**

-Opening of 82 International branches of Cosentino (fabricator and distributor of Silestone).

-Creation of the Cosentino-Center and Cosentino City Center concept. How to transform a B2B business to a Center for Service to our customers.

- Control of budgets and investment, find location, real state, design, construction, merchandising, human resources, operation and customer service standards, dynamic events and sales improvement. Interdepartmental communication with Finances, Human Resources, Fiscal, Legal, Logistics, Marketing, Sales and Production.

-International teams management. Development of the Expansion department in Spain and USA.

-Latest openings: Sydney, London, Paris, Rennes, Dublin, Chicago, Atlanta, Dallas, Recife, Santa Catarina-Brazil, and Singapore.

### ▪ 1998-2006 **Marketing Director and Product Manager Cosentino USA Houston, TX USA**

-Opening of a new market in the USA for our products through a network of distributors and purchasing groups.

-Design and implementation of the Marketing Plan for the introduction of Silestone in the North America market.  
-Development of market, campaigns, fairs, events, web, service to the customer, fulfillment and public relations coordination policies.

▪ **1995-1998**

**Marketing and promotion Catalonia  
Cosentino S.A. Barcelona, Spain**

-Promotion of the product in the channel for Catalonia, southern France and the Balearic Islands. Management of the portfolio of architects, interior designers and decorators of the area. Participation in trade shows around the world.

• **1992-1995 other**

-Abacus: Marketing Plan  
-Magazine the Clot: Market Research  
-Seguros Bilbao

▪ **EDUCATION**

**2004-2006 EMBA - Executive Master of Business Administration**  
University of Tulane, Houston, TX

**2011-2012 MRI Master Retail International**  
ESCI, Barcelona, Spain

**1989-1994 B.B.A. Bachelor of Business Administration and Marketing**  
Institut Superior de Marketing ESIC, Barcelona-Spain.

**2000-2002 Marketing Communications Certificate Program**  
University of Houston, Houston, TX

**2007 Integral management of the sales point: El Retailment**  
IE, Instituto de Empresa, Madrid, Spain

Spanish and Catalan - spoken and written, mother tongues.  
English - spoken and written, advanced level – 9 years living in US.  
French - spoken and written, advanced level

OTHER: Windows - Excel, Word, Access, Outlook, Power Point, Prezi, Internet user. SAP.

**SPEECHES, LECTURES AND SEMINARS**

1994 Harvard University. Invited Speaker by ICEX: Silestone at the North American Market.  
1996 -2000 UAB. International Business Program. Business Development (English)  
1998- 200 UPC: Business Model Silestone (English)  
Speech CIEE: Responsabilidad Social Corporativa  
Speech ESCI: Retail in the B2B Industry

References upon request

