

DIEGO ANTOÑANZAS



Madrid (Spain)

Tel.: +34 600996505

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<https://diegoantonanzas.com>

@antonanzas (Linkedin)

Enhanced cross-functional team performance and fostered strong professional and personal connections. Delivered compelling and motivation conferences to 100+ multinational audiences, trained 500+ professionals, and coached 100+ executives in multinational environments. Managed teams in multinational environments and multidisciplinary marketing and communications challenges.

WORK

SEVENHILL GROUP - LONDON UK (REMOTE BASED)

(May 2022 - present)

- Transform companies from the inside out. Sevenhill Consulting achieves this by building leadership teams and cultures that deliver.
- Senior Consultant and associate, trainer, and executive coach for multinational clients in Spain and Latin America.

MADRID AND YOU - UNIQUE EXPERIENCES EVENT AGENCY

(July 2013 - present)

- Created and designed an entrepreneurial project with a team of motivated and experienced accounts executives.
- Introduced one-of-a-kind experiences in Madrid, resulting in a 40% boost in customer referrals and a 20% increase in overall revenue within the first year.
- Agency organizes more than 400 touring events per year with an average rating of 5/5.

EXECUTIVE COACHING / TRAINING / BUSINESS MENTORING

(June 2020 - present)

- Professional executive (ICF ACC) and personal coaching for executives and private clients.
- Delivered keynote speeches on change management at national and international venues, reaching over 5.000 attendees annually and recognized as a top 100 speaker in Spain by Thinking Heads agency.
- Senior Mentor for internal customers motivation, soft skills development, communication, and marketing skills.

HEINEKEN ESPAÑA ,S.A.

Director of PR, Communication, Sponsorships and Events

July 2005 - July 2013

- Transformed the consumer technology market, contributing to over 2 billion euros in turnover, and reported directly to the General Director of a premier multinational company.
- Created and implemented marketing plans for each brand, defined optimal communication territories to achieve 30% market share.
- Reengineered sponsorship and event frameworks, driving a 45% rise in investment returns and enhancing brand visibility with creative communication plans.
- Managed crisis communication effectively, mitigating potential PR damage and maintaining a positive brand image, leading to a recovery of 95% customer trust within tow years. (Heineken España, S.A.) .



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WORK (2)

SIEMENS SPAIN - ICM MOBILE PHONES DEVICES

Deputy Marketing Director

April 1999 – June 2005

- Multinational leader in the global industry and telecommunications market, including the mobile phone market (consumer technology market), with a turnover exceeding 2 billion euros. Reporting to the Company's General Director.
- Boosted market share from 4% to 32% through six years by orchestrating sponsorship agreements with Real Madrid C.F.
- Deployed disruptive marketing campaigns, overtaking two major competitors in the mobile sector. (Nokia and Alcatel) .
- Positioned the Siemens Mobile brand as the most desired in the young age segment (14-25) in mobile telephony.

SKILLS LANGUAGES

- Empathetic communication: a bridge to personal and professional success.
- Brand and company strategic communication. Crisis management and hard negotiations.
- Business Strategy and Digital Transformer.
- Emotional intelligence based on humility and vulnerability as a method to feel at one with colleagues and other executives.
- Creation of marketing strategies in response to real-time data analysis.
- Creativity, innovation, and disruptive business models.
- Customer-focused, but above all, people-focused.
- Proficient in diverse digital tools: Office365, social media management, web design, SEO analysis, SEM campaigns, and e-invoicing software.
- English and Spanish with full professional competencies in conversation and writing (C2).

EDUCATION

Bachelor's degree in Economics and Business Administration
(Marketing specialist) San Pablo Ceu Madrid

Escuela Europea de Coaching ICF ACC Executive coach (Madrid Jun 2020).