Name: *Juan M. Menéndez* ***Date of Birth:*** *11th August l973.* ***Nationality:*** *Spanish.* ***Marital Status****: Married. Three children.* ***Diving licences:*** *A1, A2, A, B.*	***Address:*** *C/La Bañeza, 42-Portal A, 9º-B* ***Telephone: +34*** *629086902.* ***e-mail:*** *juanmenendez@hotmail.com* *juan.menendez@zachercapital.com* *juan.menendez@urjc.es*



EDUCATION

A- University:

- 1994-1998: Degree in Business Management with specialization in Sales and Marketing (Universidad Complutense de Madrid).
- 1991-1994: Engineering School (Universidad Politécnica de Madrid).

B- Post-degree education:

- September 2021 – September 2022: Executive MBA. EAE Business School.
- April-September 2000: Master Degree, "Master I.T. Consultancy": e-business, e-commerce, Data warehouse, Information Security, Data mining, Web pages and Internet business.
- 2000-2009: IESE, "General management courses".

C- Additional education:

- Variety of courses on Marketing, sales and interpersonal abilities/skills.

PROFESSIONAL EXPERIENCE

✓ Madrid (Spain): Since October 2023: Associate Professor of Marketing Management in **Rey Juan Carlos Univerty.**

✓ Madrid (Spain): Since November 2022: **The Barros Group (Investment Fund based in Switzerland).** External collaborator. Business and project advisor and diplomatic relations responsible.

✓ Madrid (Spain): Since December 2021: **Zacher Capital (Investment Fund based in Luxemburg) and D&C Mobility**: External mobility advisor and Business Partner. Business and project advisor and diplomatic relations responsible.

✓ Madrid (Spain): Since March 2019: External collaborator and mobility advisor for the **Spanish Diplomatic Academy and the Diplomacia Siglo XXI magazine**. I have been attending Diplomatic events since 2008 as BMW and FCA representative.

✓ Madrid (Spain): December 2021-November 2022. **Grand Class:** New Business development manager.

✓ Madrid (Spain) March 2019 – June 2021: **APC**, Automotive Performance Consulting: Business Partner.

✓ Madrid (Spain) April 2019 - May 2021 **Network Mobility Solutions (Network Steel Group):** Managing Director and shareholder. Global fleet management: Purchase, sell, Short and long term lease.

✓ Madrid (Spain) Since February 2019. Fleetpeople (www.Fleetpeople.es) specialized magazine in the automotive fleet business: External collaborator as columnist. Author of "From the inside talks" columns treating the Spanish and European fleet business.

✓ Madrid (Spain) December 2016 – March 2019: Director for Fleet & Business
FCA Group (Fiat Chrisler Automobiles) Spain.

- Nationwide responsible for Fleet Business and Leasing Companies, Rent a Car, Direct sales, VIP, Diplomatic and Special agreements (Football teams, Sports federations and race tracks)
- Indirect Sales: Responsible for Fleet by dealer: All Rental, Fleet, leasing and business sales through the dealer network. Historic record sales in the department in 2018 of 86.700 units.
- Used Car and Remarketing: Responsible.

- ✓ Madrid (Spain). Since October 2014: Corporate, Direct /Special Sales Manager **BMW Group Spain.**
  - Nationwide responsible for Fleet Business and Leasing Companies, Rent a Car, Direct sales, VIP, Diplomatic, Armed cars, USA, Hotels and Airline Sales for BMW/MINI and Responsible for the Corporate and Special Sales Plan in the Dealer Network.

- ✓ Madrid (Spain). November 2011 – September 2014: Direct and Special Sales Manager **BMW Group Spain.**
  - Nationwide responsible for all sales outside Dealer Network: RaC, Direct sales, VIP, Diplomatic, Armed cars, USA, Hotels and Airline Sales for BMW/MINI and Responsible for the Special Sales Plan in the Dealer Network.

- ✓ Madrid (Spain). December 2008-November 2011: Sales and Marketing Manager **MINI Spain.**
  - Nationwide responsible for Sales, Marketing and Dealer Development.

- ✓ Madrid (Spain). February 2003-December 2008: Area Manager for **BMW Group.**
  - Responsible for results in Sales, Marketing and After Sales (Parts and accessories)

- ✓ Madrid (Spain). October 2000-February 2003: Sales and Marketing Director and New Markets Development Manager in **Advanced Software Technologies** (Information security and biometrics authentication).
  - Managing the Distribution Network (+200 distributors). Research and deployment of new products and activities. Launch of Corporate Market Security Division.

- ✓ London (UK). May 1999-April 2000: Regional Sales Manager at **Verrerie et Cristallerie d'Arques (V.C.A.**, Worldwide largest glass manufacturer**)**.
  - Commercial and Marketing Responsible for the Midlands and Wales region.

- ✓ Lille (France). January 1999-May 1999: Sales Department at **Verrerie et Cristallerie d'Arques (V.C.A.)** Commercial Interrelationships with Spain, Portugal and England.

ENTREPENEURAL EXPERIENCE

- ✓ Madrid (Spain): Since October 2022: **Cannacola SLU:** Share holder and CFO. Company dedicated to the production and distribution of all kinds of drinks.

- ✓ Madrid (Spain): Since May 2022: **Nuka Car SLU**: General Manager. Company dedicated to Ride Hailing licences: Purchase, sell and management.

- ✓ Madrid (Spain): Since May 2021; **Nuko Autoinmo SLU:** General Manager, Founder and Owner. Company dedicated to Fleet Management, import, export, sport sponsorship and real estate management.

- ✓ Lisbon (Portugal) Since May 2019: Founder and shareholder of **Feel Bright,** company dedicated to sport sponsorship (Benfica, FC Porto and Sporting Lisboa) and international relations (Angola).

- ✓ Lisbon (Portugal) Since September 2018: Founder and Owner of **Trevo Secreto**, company dedicated at Real estate Management and promotion.

- ✓ Madrid (Spain) September 2012 – November 2017: Founder, General Manager and Owner of a Ham retail shop and two restaurants. **Galufo SL**

- ✓ August 2001 - February 2003: **Serkam Import Export**: Owner and Founder of a Trade Agency holding the commercialization for the Spanish market for 10 European manufacturers.

- ✓ February 2001 - December 2007: Founder of www.teatrovivo.com: Owner and starter of a Web page about theater, castings information and P2P theater contacts.

LANGUAGES:

- ✓ SPANISH: Mother tongue.
- ✓ ENGLISH: Fluent (both spoken and written).
- ✓ FRENCH: Fluent (both spoken and written).
- ✓ ITALIAN: Fluent (both spoken and read. Written: medium level)
- ✓ GERMAN, PORTUGUESE AND CATALAN: Starting level.

OTHERS (Education, internships, personal skills and interests)

- ✓ Attendant to the first official meeting of the honorary consuls in Madrid (Spanish Diplomatic Academy).
- ✓ Vice president of San Jorge, basketball club (Spanish LEB Plata) with a Basketball Academy in Spain and Democratic Republic of Congo.
- ✓ Several internships and language studies in UK and France.
- ✓ Adviser of CECU (Consumer Rights Association)
- ✓ Founder and promoter of a Non-profit organization involved in “fair trade” activities with undeveloped countries.
- ✓ Captain of an amateur football club and Leader of an amateur theatre group.