

## Diego Antoñanzas de Toledo

Spanish , 43 years old  
Mobile no. : +34 600 99 6505 e-mail: [dadt2301@gmail.com](mailto:dadt2301@gmail.com)  
Google+ : [google.com/+DiegoAntonanzasdeToledo](https://plus.google.com/+DiegoAntonanzasdeToledo)  
Linkedin: <http://es.linkedin.com/in/antonanzas>  
Twitter: <http://www.twitter.com/dantonanzas>  
Facebook: <http://www.facebook.com/antonanzas>

### **LONG TERM PROFESSIONAL OBJECTIVES.**

Wide professional experience in multinational environment in the area of Marketing and Communication. High level of English language. Wide list of Professional and institutional contacts in the FMCG area. Social networks and Marketing 2.0 expert. My personal goal is the continuous and professional learning in order to contribute to generate sales or Brand building in the consumers.

### **EDUCATIONAL BACKGROUNDS**

1990 – 1994 UNIVERSIDAD COMPLUTENSE DE MADRID CEU SAN PABLO  
Business Administration Degree (.: Marketing Expert , 5 years)

1989 – 1990 COLEGIO LA FUNDACIÓN . LAGASCA, 6. MADRID  
C.O.U.

1978 – 1989 COLEGIO DEL PILAR. CASTELLÓ 56 MADRID  
E.G.B., B.U.P.

### **PROFESSIONAL EXPERIENCE**

#### **Madrid and You – Premium Guided tours agency (2013 July- Today)**

##### **\*Founder**

Entrepreneurial project, which offers exclusive and original sightseeing tours in the city of Madrid. Cultural events organization for Multinational companies and individuals. Annual billing 70.000 euros

#### **Heineken Spain, S.A.**

Heineken is one of the world's leading international brewers. Available in almost every country , Heineken is the most valuable international beer brand. Heineken Spain is also the owner and distributes the following beer brands: Cruzcampo, Amstel, Buckler and Kaliber.

#### **Public Affairs Director (Madrid, Spain). January 2011 – July 2013**

- Public relations Director for Heineken Spain, focusing the activities related to strategic customers, Public Institutions, industry and central & local government
- Heineken Spain CEO's agenda coordinator, including searching for strategic meetings and different protocols
- Heineken Spain Spokesperson for external events, press conferences and brand PR.
- Corporate Design and image Direction for the whole company, including brands. A team of 2 people.

**Sponsoring and company events Director (Madrid, Spain). July 2005 – January 2011**

- Director for more than 1.000 events per year (not only Heineken Brand but also company and other brands events)
- Marketing plan set up and direction for its implementation concerning the sponsorship and brand events agreements
- Public Relations manager for the whole Heineken Spain group, including press relations and breweries visits (34.000 visits per year).
- Budget and marketing mix control. 23 member team.

**Siemens,S.A. Communications div.**

Siemens (Munich) is a global powerhouse in electrical engineering and electronics. It provides innovative technologies and comprehensive know-how to benefit customers in over 190 countries

**Marketing Deputy manager (Madrid, Spain). Dec 2002 – Jun 2005**

- Coordination and control for any activity inside the department within a common international strategic target (14 member team).Coordination and reporting to HQ.
- Marketing plan set up and direction for its implementation for the whole com division
- Budget and marketing mix control. 14 member team.

**Siemens,S.A. Communications Div**

**Promotions manager (Trade Marketing) Oct 2001 – Dec 2002**

- Promotions set up manager for the operators and the channel partners. Plan implementation. Control and reporting to Siemens HQ.
- Trade marketing activities. ATL experience in coordination with the operator.

**Sponsorship manager Oct 2000- Oct 2001**

- Sponsorship agreements manager. National league of football and young Project direction.
- PR Activities with customers (cultural events)

**Communication advisor for Siemens Corp dpt. April 1999 – Oct 2000**

- Corporate advisor for I+C divisions inside Siemens Spain ( ICP ICN and SBS)

**Comunica con A, BTL Agency**

Below the line agency with national and international accounts, and focused on creating and developing customer and PR events

**Account responsible (Motorola, Citroën, Unión Fenosa)**

**Sep 1997- Mar 1999**

**SKILLS**

**Computer Software**

Advanced user's level in all kind of software for windows and MS-DOS,MAC OS, Accounting software, Internet and e-mail, Complete Ms-office packet, and many other commercial programs.. (i.e.: SAP and Lotus Notes) . Social network expert (TW, FB, LK, G+)

**Languages**

ENGLISH: Advanced level (written and spoken). Several courses abroad.

FRENCH: Conversation level (five years at school)

PORTUGUESE: Basic level

<b>HONOURS AND ACTIVITIES</b>
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2010 – Best Spanish Marketing Services Director (Bronze) prize – Estrategias Magazine

2012 – Marketing Directo (social and marketing media) recognizes my twitter profile as the one to follow of 100 to be up to date in marketing matters

Speaker at numerous forums for Marketing and Communication proposals and Advertising Master professor at the Complutense University (Madrid main university) , and University of Málaga as well as in other Post graduate programs.

Radio program Speaker with collaborations at Onda Cero Madrid (Oct 2014- today) and Onda Melodía.