



## Nuria Navarro González

### BRAND SPECIALIST

■ Via Giorgio Vasari 26, Milano  
Birth date: December 12, 1984. Barcelona (Spain)  
Telephone: +39 347 3340469 - +34 673 527 141  
Email: nnavarrogonzalez@gmail.com

## WORK HISTORY

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May 2017  
– Present

### Brand Specialist (Verona, Italy)

#### Calzedonia

##### *Key Responsibilities:*

- \* For all foreign countries, management of the entire product life for new and existing articles, gathering and prioritizing product and customer requirements.
- \* Participation in the development and election of every collection.
- \* Proposal of future events taking into consideration product strategies.
- \* Constantly collaborating with the sales force and working in synergy with the other company departments involved in the development of the brand: Commercial, PR, Training, Digital, Supply, Purchase, Planning, Design.
- \* Fixing prices of new collections and discounted products. Market research and analysis (acceptance of product by clients, proposal improvement).
- \* Weekly and monthly analysis on retail sales.
- \* Participation in the foreign sales force training and in the world presentations of the collections.
- \* Commercial support to the e-commerce. Working together with the e-commerce commercial team to fully understand channel requirements and customer plans. Actively participate in weekly meetings both internationally and nationally. Proactively suggest improvements to the website based on competitor research.

Oct 2014  
– April 2017

### Area Manager (Andorra and North Catalonia, Spain)

#### Calzedonia

##### *Key Responsibilities:*

- \* Management of 43 shops with a team of 5-7 District Managers.
- \* Setting sales targets and ensuring that those goals are achieved. Preparation of yearly budget.
- \* Weekly analysis of sales data of my area.
- \* Maximising sales and profitability while minimising costs.
- \* Providing my team of District Managers and staff of the shops a stimulating and supportive environment.
- \* Plannification and organization of promotions and events.
- \* Researching consumer markets and identifying potential areas in which to invest.
- \* Training of new Area Manager.
- \* Participation in the election of every collection based on the Spanish market trends.

Oct 2013  
– Sept 2014

### District Manager (Belgium and Luxembourg)

#### Calzedonia

##### *Key Responsibilities:*

- \* Main goal: expand the Brand throughout both countries. Focus on team building and establishing processes. Transmission of Calzedonia sales philosophy. Organizing openings nationwide.
- \* Commercial advisory to shops.
- \* Definition and planning of commercial strategies.
- \* Store management: data analysis, visual merchandising, recruiting, training staff/ District Managers, stock supervision.
- \* Follow-up, control and analysis of sales.
- \* Customer service evaluation.

Feb 2010  
– Oct 2013

### District Manager (Catalonia and Ibiza, Spain)

#### Calzedonia

##### *Key Responsibilities:*

- \* Commercial advisory to shops.
- \* Defining and planning commercial strategies.
- \* Store management: data analysis, visual merchandising, recruiting, training staff / franchisees / District Managers, stock supervision.
- \* Follow-up, control and analysis of sales.
- \* Customer service evaluation.

Aug 2008  
– Jan 2010

**Private Banker (Barcelona, Spain)**  
**Caixa Penedès**  
*Key Responsibilities:*

- \* Providing and advising of financial products and insurances.
- \* Obtaining and maintaining customers portfolio.
- \* Customer service.

Jul 2005  
– Aug 2007

**Private Banker (Barcelona, Spain)**  
**Caixa Penedès**  
*Key Responsibilities:*

- \* Providing and advising of financial products and insurances.
- \* Obtaining and maintaining customers portfolio.
- \* Customer service.

## EDUCATION

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2007-2008 University of California, Santa Barbara (USA). Licentiate degree, Business Administration and Management. EAP Undergraduate Reciprocity Student.  
GPA: 3,33\*

2005-2008 Universitat Autònoma de Bellaterra, Barcelona (Spain). Licentiate degree, Business Administration and Management.  
GPA: 2,04\* (13% of the subjects, from the previous grade, are validated with "1").

2001-2005 Universitat Pompeu Fabra, Barcelona (Spain). Licenciante degree, Business.  
GPA: 3\*

\*Calculated according to the following scale: Fail = 0, Pass = 1 (5 to 6.9), Good = 2 (7 to 8.9), Merit = 3 (9 to 10), Distinction = 4.

## CONFERENCES

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Company presentations:

2018 MIEX (Master in International Management), Bologna

2016 EU Business School, Barcelona

## SKILLS

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**Languages** Spanish and Catalan: native. English: Certificate in Advanced English. Italian: advanced, both on speech and in writing.

**Computer** MS Office: excellent. SAP: good.

**References** Available on request.