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Phone No: +34 690 003 120
Date of birth: 02/November/1970
D.N.I.: 05413850H
Status: Married with 3 kids (22, 20 and 17 years old)



PERSONAL STATEMENT

More than 25 years working experience in several areas, focused initially in Finance and later on developing Sales, Marketing and Management skills playing that roles. **Start-up myWorld Marketplace as strategic income driver.** Also launch of eCredits crypto currency as Golden partner of myWorld Group. Introduction of eCredits as payment method for SMEs. I am a good leader, business vision, results-oriented, analytical, proactive, teamwork, high motivation and communication skills. **That aptitudes have allowed me to lead the start-up of two companies in Spain and guide the teams to reach company goals.** Highly identified with projects leaded with more than 12 years embarked on them.

PROFESIONAL EXPERIENCE

June 2.011 – July 2.024

mWs myWorld Customer & Retail Services Spain, S.L.U. Member of mWS myWorld International based on Graz (AT)

Managing Director

Key responsibilities:

- Report to CEO in Austria and Regional Manager in Portugal.
- Full responsibility of P&L and Balance Sheet, Cash-flow management, Audit Internal/External and HR.
- Sales Manager for KAs, SMEs and Online.
- Deals with KAs like El Corte Inglés, Carrefour, Decathlon, MediaMarkt, IKEA and Repsol.
- Marketing, Social Media and Communication Plan for brand awareness and sales promotion.
- Sport sponsorship with Moto GP managing their Loyalty Program @motogpcashback.
- Start-up myWorld Marketplace (logistic, product range, customer service, marketing)
- Coaching and Marketing Advisor for third parties.
- Resources coordination for a healthy and sustainable growth in the three key areas.
- Team Leader and Team Advisor.

Achievements:

- Start-up and consolidation in Spanish market.
- Profitable results growth +250% in 2022 and +40% in 2023.
- Benefit Program and Shopping Community with more than 300.000 members and growth +6% in 2023.
- Onboarding 15 KAs, 350 online shops and more than 2.000 SMEs to the Benefit Program.
- Introduction of eCredits (cryptocurrency) as payment method for SMEs

- Top 3 Cashback Shopping Community in Spain for consumers. www.myworld.com
<https://marketing4ecommerce.net/top-cashback-ganar-dinero-online/#world>
- Nr. 1 Benefit Program (Cashback) Multisectorial for SMEs. 360° strategy and services.
- Turnover in intermediation commissions up to 2 mill euros and growth +61% in 2023.
- Global sales intermediated by +200 mill euros in 2023.
- Built a powerful team by 9 employees.
- High quality brand perception and reputation.
<https://www.youtube.com/watch?v=IsigtuQm-OM>
<https://www.muypymes.com/2019/11/04/cashback-world-aglutina-ya-a-mas-de-1-100-pymes-de-toda-la-comunidad-valenciana-una-de-las-regiones-mas-digitalizadas>
<https://www.marketingdirecto.com/punto-de-vista/la-columna/la-importancia-del-movil-como-metodo-de-pago-los-evouchers>
- Development of Stock Controlling & Planning tool.
- #Proudtobe Project. Winners with Training Webinar for myWorld Partners in 2019.
- Child & Family Foundation. Charity Foundation. Done Project in Lorca (Murcia) in Colegio Pilar Soubrier and several “Angel for a Day” activities.

August 1.999 – June 2.011

Oregon Scientific Ibérica, S.A. – Member of Integrated Display Technology Group, Hong Kong

June 2.007-June 2.011

Country Manager & Financial Controller

Key responsibilities:

- Report to General Manager (Chinese nationality) and Group CFO
- Responsibility of P&L and Balance Sheet.
- Implementation of business strategies and marketing plan.
- Responsible of Finance Area and Audit Internal/External.
- Management of inventory and A/R – Cash Management Optimization
- Leadership of the Team

Achievements:

- Accumulative Sales increase up to 15%.
- Increased Total Capital and Reserves.
- Implementation of New Business Models for optimization of direct/indirect accounts and open the platform to new channels.
- Adequate team for new business needs.
- Improvement of Brand Awareness

August 1.999 - June 2.007

Financial Controller

Key responsibilities:

- Full P&L responsibility for OPEX (Eur. 16m)
- Lead and motivate team of 9 people for the following areas,
 - Sales Administration – Optimize the procedures for management of orders and customer queries.
 - Customer Services – Establish and supervision of minimum quality procedures for Call Centre and Return Logistics.
 - Inbound Logistics – Control and approval of purchase orders to Headquarter/Factory
 - Outbound Logistics – Control of inventory levels and warehouse performance
 - IS – Maintenance of SAP, develop of user tools & Intranet

- Accounting – Validation of General Ledger. Receivables and payables. Reporting to Headquarter.
 - Credit Control – Approval of orders shipped, credit limits and credit terms. Driving action for reduce outstanding amount (overdues). Cash-flow
 - Audit Internal/External
- Develop career plans and establish incentive/goal schemes. Evaluation of appraisal forms

Achievements:

- Start-up process for IDT Ibérica, S.L. and Oregon Scientific Ibérica, S.A. in 1.999..
- No relevant comments made by Auditors in this period.
- Implementation of control procedures and adapted to the new local & Corporate requirements, such as Credit Policy and Gross Margin Policy.
- Team leader for Europe in the SAP Blue Print definition. Member of Steering Committee for Europe implementation.
- Project leader for SAP implementation in Spain. Member of the Worldwide Team for Europe Office. Implementation of modules MM, SD, FI & CO.
- Implementation of Matrix structure for the Organization Plan.
- Lead European team for implementation and user training for PSI (Purchase/Sales/Inventory). This tool is used for analyzing inventory levels, slow move items, new launched programs and road-maps, sales forecasting and budgeting.
- **Oregon Scientific award Spain for outstanding achievements and leadership PSI project, implementation of SAP and management discipline benchmark.**

September 1.997 – August 1.999

Unión Tabaquera de Servicios, S.A. – Member of Tabacalera Group.

Finance & Administrative Responsible

Involved in coordination of Annual Business Plan and monthly Management Report. Analysis of variances Actual vs. Forecast vs. Budget. Responsible of Accounting. Supervision of orders and stock levels. Control of receivables and payables. Tax declaration.

June 1.997 – September 1.997

Kraft Jacobs Suchard-Maxpax International - Banbury (UK)

Finance Dpt.

Realized two projects, “Assess of Maxplan” and “HQ Planning System”. Both projects included financial and operational analysis and business strategies. Involved in the consolidation of P&L and Strategic Plan for multi-currency operations, and compilation of the Budget for 1.998.

EDUCATION

Sept '25-Ongoing	SAP S/4HANA Controlling Consultant by SAP
Jan'03-Jul'03	Management Developing Program (PDD) by IESE.
Sept.'96-Sept.'97	MBA at EAP European School of Management , Business School of the Chamber of Commerce of Paris in Madrid and Oxford.
1990-1995	Degree in Economics & Business Administration from Universidad Autónoma de Madrid. Major: Finance, Accounting and Marketing.

SKILLS

Languages	Spanish: Mother tongue	English: Excellent working knowledge
Computing	Microsoft Office user. SAP user, NAV user, Sales Force Reporting, Power BI, SAP S/4HANA Consultant	

ADDITIONAL INFORMATION

Full driving license.
Hobbies: Family, field hockey, snorkel, reading and travel.