

JORGE YEBRA SAMPER

“Passionate professional, committed to his work, responsible and excellent at out of the box thinking”

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EXPERIENCE

2015-Present: [RedBull GmbH](#) *On Premise (OP) Trade Marketing Specialist*

- Define the OP marketing projects, securing its national implementation
- Support commercial department & implement new media tools
- Responsible of visibility material assignment, control and develop of new projects.
- 360° projects special events // Moto Gp & Ibiza incentive.
- Negotiate and implement activation, contracts and guidelines in Music Festivals
- Development and monitoring of International Projects. Training of the commercial team.
- Creation of channel consumption activation.
- Business Plan development.
- Budget administration and efficiency

2014-2015: [RedBull GmbH](#) *On Premise Musketeer*

- Increase the sales volume. Stock management of distributors and security forecast.
- Brand positioning: Raise awareness and develop Brand visibility in “Malasaña A Img clients” with POS adhoc material.
- + 23% outlet plv penetration in area & +104 new clients. Area sales: + 5,61% 2015 +12,3% 2016).
- Identification of business opportunities and trends, state of the competition analysis and reporting.

2012-2014: [Spirit & Brands](#): *Jägermeister Brand Ambassador*

- Brand development. Area activities and new channel opportunities.
- Managing key accounts and organizing festivals.
- Generation of commercial actions focusing on sales growth.
- Control and organization of Jägermeister activations in the area.

2010-2012: [QTC404](#), *General Manager Rural Internet Company*

- Sales and online communication focused on Brand reinforcement.
- Clients and supplier control.

2007-2012: [Tripfamily](#), *Press, production and PR*

- Media, advertising and web promotion.
- PR with customers and artists.
- Coordination of a promotion team.
- Creation of sales dossier and development of new projects.

MOST PROUD MOMENTS

- Manage to reorganize and professionalize the ONP events and festivals Red Bull Spain department
- Always trying to develop personal growth learning and sharing.
- Travel and meet new cultures around the world
- Courageous enough to reject better professional positions to fulfill my dream in Red Bull ONP team.

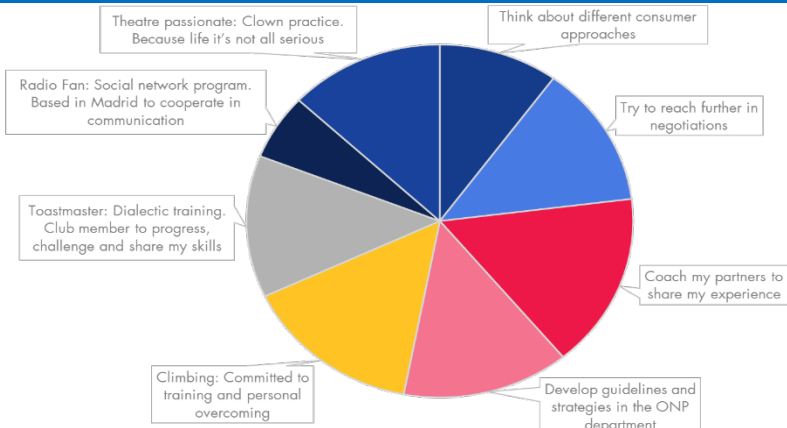
STRENGTHS

Commitment	Communication
Team-focus	Connect people
Creativity	Motivation & Leadership
Sense of purpose	Ambition

LANGUAGES

English	● ● ● ● ●
French	● ● ● ○ ○
Spanish	● ● ● ● ●

A week of my active life



EDUCATION

- 2007: Master degree in International Management (**ICEX**) Institute of Spain. *Madrid, Spain*
- 2003-2006: Business Administration in Universidad Pontificia de Madrid (**ICADE**) *Madrid, Spain*
- 2001-2003: Bachelor of Arts in European Business in Dublin City University. (DCU). *Dublin, Ireland*