

# D. Antoni Buira Guillamet

## PostGrado

- MBA, MASTER BUSINESS ADMINISTRATION  
EAE / UPC ESPAÑA 2001

## Formación Universitaria

- INGENIERO SUPERIOR DE TELECOMUNICACIONES  
UNIVERSITAT POLITÈCNICA DE CATALUNYA. ESPAÑA, 1996

## Experiencia Profesional

- |  |                  |                    |
|--|------------------|--------------------|
| • Profesor Finanzas Gestión Import Export          | BCN Activa       | Jan '19- Now       |
| • Interim Manager Director General                 | Optimum          | July'18 - Now      |
| • Consultor Marketing y Estrategia Cial.           | Opció RRHH       | July '17 - Now     |
| • Mentor Start up`s                                | Up Catalonia     | Nov'17- Now        |
| • Profesor Marketing y Investigación de Mercados   | BCN Activa       | Feb '18- Now       |
| • Sales G. Manager Buying groups Channel & Corp    | Sony Europe Ltd. | April '17- July'17 |
| • Sales G. Manager Retail & Corp. Channel          | Sony Europe Ltd. | April'16 –April'17 |
| • Sales General Manager for Corp. & Retail         | Sony Europe Ltd. | May'15- April'16   |
| • Iberian Logistics integration project lead.      | Sony Europe Ltd. | May'15- April'16   |
| • Mktg & Sales G. Manager Smartphones Ret. Bizz    | Sony Europe Ltd. | Apr'14 – May'15    |
| • Sales General Manager of B2B2C Business          | Sony Europe Ltd. | Apr'13 – Apr'14    |
| • General Manager Sales of B2B & B2B2C             | Sony España S.A. | Feb'08 – Apr'13    |
| • Senior Manager Sales IT & 2nd Tier Distribution  | Sony España S.A. | Sept'05-Jan 08     |
| • Marketing & Sales Senior Manager for IT product. | Sony España S.A. | Aug'02 - Sept'05   |
| • Business Manager Car Audio                       | Sony España S.A. | July'00-Aug'02     |
| • Sales Manager Retail &Automotive Channel         | Sony España S.A. | Mar'00-July'00     |
| • Sales Manager Automotive Channel                 | Sony España S.A. | Apr'99-Mar'00      |
| • Product Manager Car Audio Electronics.           | Sony España S.A. | Feb'97-Apr'99      |
| • Assistant Product Manager Car Audio electronics  | Sony España S.A. | Sept'95-Feb'97     |