

Dr. Javier Mejía Martí

EDUCATION

- STRATEGY IN THE AGE OF DIGITAL DISRUPTION INSEAD (2017)
- GENERAL MANAGEMENT PROGRAMME PDG. IESE, MADRID (2010)
- MASTER IN COMMERCIAL MANAGEMENT AND MARKETING. ESIC, MADRID (1998)
- DEGREE IN POLITICAL SCIENCES. UNIVERSIDAD COMPLUTENSE, MADRID (1993)

PROFESSIONAL EXPERIENCE

- **FEBRUARY 2020 – ACTUAL. HEAD OF STRATEGIC MARKETING AND PRODUCT DEVELOPMENT AT AENOR.** I am responsible for the launch and implementation of new and existing solutions for AENOR as well as the review of all marketing strategies and plans to progress and to refocus traditional AENOR products and solutions (ISO 9000 or 14000) into new market trends such sustainability or financial inclusion.
- **JANUARY 2019 – ACTUAL. VP HEAD OF BUSINESS DEVELOPMENT AND STRATEGIC ALLIANCES AT SIPAY PLUS.**
I am responsible for the implementation of a new international and national sales and business development team at and to set a new set of strategic partnership ecosystem to grow the business within the next five years.
I have retained and increased new business within the existing portfolio based on a cross and upselling strategy. Leading a team of sales and account executives, we have managed to penetrate the midmarket segment with achievements such Alaine Afflelou or Barceló Group brands.
In addition to above I have deployed a strong relationship with Bankia and I have lead the launch of WAIAP platform within the corporate segment. I would highlight Repsol one of the top hold out corporate accounts for Bankia that has been won.
- **DECEMBER 2014 – JANUARY 2019. VP, HEAD OF MERCHANT SALES AND SOLUTIONS CEMEA, DUBAI (UEA). (CENTRAL EUROPE MIDDLE EAST AND AFRICA).**
My main responsibility is to grow the penetration of electronic payments and digital transformation in this geography and to drive the increase of merchant Sales and acquiring volume moving main enterprises and banks form a “cash environment” to electronic payment methods both on-line and off-line by deploying digital solutions for Visa.
The entire region comprises 82 markets divided into four clusters (Russia, Central Asia, Africa and Middle East). Total payment volume 400\$MM.
Bringing new clients such Mc Donald’s, Etihad airlines or Emirates Airlines it was one of the main achievements, as well as executing strategic plans to expand acceptance with some players as Network International and other acquiring banks across the region.
- **MAY 2013 – NOVEMBER 2014 BANK OF SANTANDER MERCHANT SERVICES, MADRID (SPAIN) COMMERCIAL DIRECTOR.**
Main responsibility was the management of 150 sales with 4 direct reports in the direct channel, with an approximation to three segments of the bank; small business, medium company and the large corporate of Bank Santander.
Main achievements new clients such Cepsa, British Petroleum or Once Enterprise and in the small / mid segment SMEs, the activation of more than 20,000 point of sales terminals.
- **MAY 2008 – DEC 2012 AMERICAN EXPRESS BARCELÓ VIAJES MADRID (SPAIN). VP, GENERAL MANAGER**
I was responsible for the joint venture company formed between American Express Business Travel (Spain) and Barceló Business, the former corporate travel division of Group Barceló. Driving cost reduction, through a permanent strategy aimed at productivity improvement, process automation, control of receivables and payables, control of Client credit, and cost optimization in salaries & benefits, real estate and T&E. Achievements in this period include double-digit YOY growth in sales volumes, transactions and PTI, and improvement in Client Satisfaction metrics, and new Main achievements new clients such BBVA Santander o Pfizer.
- **MARCH 2008 – MAY 2008 AMERICAN EXPRESS BARCELÓ VIAJES. VP, HEAD OF SALES**
Main responsibilities: Sales and product strategy design. Product design, packaging Integration into the JV of existing clients from Amex Business Travel and Barceló Business, designing communication and engagement tactics to ensure retention.
In this brief period, I completed the integration of sales and client management teams of American Express and Barceló Business.
- **FEB 2006 – APR 2008 AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL, LONDON (UK). VP, HEAD OF PAN-EUROPEAN SALES**
New business development and implementation of multi-national accounts across all European markets.
Leadership and management of a team of 11 Sales Executives in five countries, and the Sales Planning team located in London.

Accomplishments included the application of American Express commercial strategies across the region, bringing together the talent of a diverse team of professionals from different countries. Client acquisition in this period included companies such as Altran and Kimberley Clark.

- **AUG 2005 – JAN 2006. AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL, SAO PAULO (BRAZIL). GENERAL MANAGER.**

In parallel with my role as Director Sales LA/C, I assumed this additional role reporting to the VP, Corporate Travel Sales LA/C and based in Sao Paulo, with the following responsibilities: Full P&L responsibility. Perform due diligence for transfer of the Amex proprietary Travel business to a franchise partner in parallel with the transfer of the Card business to Bradesco (#2 bank in Brazil and Latin America). Main achievement. Following completion of due diligence, American Express reached an agreement with Bradesco to take over its corporate card business. The travel business – clients and employees - were transferred to Flytour

- **AUG 2002 – JAN 2006 AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL, MEXICO DF (MEXICO). DIRECTOR SALES, LATIN AMERICA / CARIBBEAN (LA/C)**

My role involved Sales and Client Management across the region (Mexico, Brazil and Argentina, and franchises in other LA/C markets). Main responsibilities. Design and execution of sales strategies for Global/Multi-National prospects, for both Travel and Card and Leadership of several projects related with the Sales department. Accomplishments during this period include implementation of the corporate card in clients such as Televisa, and Group Modelo

- **AUG 2000 – AUG 2002 AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL MADRID (SPAIN). RELATIONSHIP MANAGER, MULTI-NATIONAL ACCOUNTS**

Reporting to the Head, Multi-National and Global Accounts, based in Madrid, my responsibilities in this role included: Relationship building with clients to increase billing volumes and revenues on each account. Prospection in existing clients for new business opportunities. Accomplishments during this period include implementation of the corporate card in clients such as IBM and Coca-Cola, and expansion of existing agreements in my client portfolio achieving over 25% growth in new card sales.

- **AUG 1999 – AUG 2000 ADECCO VALLADOLID (SPAIN). REGIONAL DIRECTOR, (CASTILLA-LEÓN Y EXTREMADURA)**

Definition of marketing strategies including media contacts and Team management and motivation (50 staff in branches). Directly responsible for achieving a goal of \$20M in gross revenues, with additional objectives in gross profit, cost, etc. Achievements included restructuring of regional offices, growth in market share, and mitigation, through new client acquisition, of the fall in sales volumes caused by the introduction of the temporary employment law, which involved matching salary levels of temporary employees with those of the employees of the client company.

- **DIC. 1998 – JUL 1999 ADECCO. DEPUTY REGIONAL DIRECTOR, MADRID**

In this role, I opened eight branches in Madrid and recruited branch staff. I was also responsible for acquiring fifty new clients. This point in my career marked my first experience of full P&L responsibility, with objectives for each P&L line and associated drivers.

- **SEP 1995 – DEC 1998. ADECCO. BRANCH MANAGER**

Branch Manager, with the goal of increasing market share in my area, to acquire 80-100 new clients annually, and to lead and motivate a team of five staff.

- **JAN 1995 – SEP 1995 AGRUPACION MUTUA DEL COMERCIO Y LA INDUSTRIA. SALES MANAGER MADRID.**

Agrupación Mutua is an insurance company specialized in the coverage of healthcare professionals and products.

LANGUAGES

- English: Proficiency
- Portuguese: Fluent