

JUAN DE LA CRUZ BURGOS FERNÁNDEZ

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PERSONAL DATA

Birth Date: Valladolid, 23/12/1969
DNI: 12384632Y

EXPERIENCE

- Oct 2015 - **Digital entrepreneur**
Now International. Industry: Marketing and Communication. *CEO*.
Implementation of digital platforms oriented to digital marketing, communication and new technologies
- Oct 2010 – **Managing Director @ Portia Winery – Grupo Faustino**
Oct 2014 Spain. Industry: Food and Beverages. Tourism. *Managing Director*.
General Management. Responsible for the management and development of the winery: administration, finance, budgeting and control, national and international marketing, production, communication and leading wine tourism project in Spain (restaurant, tourism, events)
- Jan 2008 – **Managing Director @ Sociedad Municipal de Vivienda y Suelo de Palencia, S.A.**
Oct 2010 Spain. Industry: Real Estate. *Managing Director*.
Launch of the company from start. Responsible for the daily life of the company. Budget and Control. Finance. Human Resources. Communication. Advertising and marketing. Legal Affairs. Planning activity.
- Apr 2008 – **Managing Director @ Campiña Winery**
Apr 2009 Spain. Industry: Food and Beverage. *Managing Director*.
Responsible for the management of the winery: administration, finance, budgeting and control, national and international marketing, production, legal affairs.
- Mar 2004 – **Managing Director @ Consejo Regulador Denominación de Origen "TORO".**
Jan 2008 Spain. Industry: Food and Beverage. *Managing Director*.
General Management. Preparation of the work of the Regulatory Body. Interior regime for staff, administrative and financial. Budget and Control. Implementation of resolutions of the Council. Legal advice. Promotion, Advertising and Marketing.
- Mar 2003 – **Managing Director Deputy @ SEPES Entidad Pública Empresarial de Suelo.**
Mar 2004 Spain. Industry: Real Estate. *Managing Director Deputy*.
Controller Group participated entities (over 20 companies). Institutional Relations. Issues of urban railway integration.
- Nov 2002 – **Managing Director @ COSMANI Grupo Inmobiliario.**
Mar 2003 Spain. Industry: Real Estate. *Managing Director*.
General management of the group of companies with promoter activity in Castilla y Leon, Madrid, Extremadura, Rioja and Andalusia.
- Mar 2000 – **Board of Directors @ Navarra de Suelo Industrial (NASUINSA).**
Nov 2002 Spain. Industry: Real Estate.. *Board of Directors*
Making own decisions of the Board.
- Nov 1996 – **Senior Coordination Manager @ SEPES Entidad Pública Empresarial de Suelo.**
Nov 2002 Spain. Industry: Real Estate. *Senior Coordination Manager*
Controller of the company. Planning and budgetary control. Development and monitoring of budgeted costs. Controller Group participated entities (21 companies). Institutional Relations. Internet. European projects. Communication.
- Jun 1996 – **Investments Analyst @ ENDESA.**

- Nov 1996 Spain. Sector: Water, Gas, Electricity. **Investments Analyst.**
Performing Feasibility Analysis for New Technical Projects for the Company (New plants, desulfurization plants, cogeneration plants, desalination plants, ...).
- Jan 1996 – **M&A Analyst @ INFOINVEST, S.A.**
Jun 1996 *Spain. Sector: Real Estate. Finance. M & A Analyst.*
Support activities to Merger and Acquisitions Manager (rating companies, research industries, creating business models, ...). Support for the Legal Department of the company.
- Jul 1993 – **Independet Attorney.**
Nov 1996

EDUCATION

- 2015 **Managing Food & Beverage Companies**
Boccony University
- 2015 **Course The fundamentals of Hotel Distribution**
ESSEC Business School
- 2015 **Marketing in a Digital World.**
Urbana-Champaign Illinois University
- 2014 **Managing Fashion and Luxury Companies**
Bocconi University
- 2004 **Master in Enology, Viticulture and Wine Marketing.**
UNESCO. Torras y Asociados. Valladolid.
- 2000 **Master in Real Estate Management.**
Centro Superior de Arquitectura y San Pablo – CEU. Madrid.
- 1995 **Master in Public Auditing.**
Colegio de Economistas de Valladolid – Arthur Andersen. Valladolid.
- 1989 – 1994 **Bachelor in Business Administration.**
Universidad Pontificia Comillas (ICADE E-3). Madrid.
- 1989 – 1993 **Degree in Laws.**
Universidad Pontificia Comillas (ICADE E-3). Madrid.

LANGUAGE SKILLS

Spanish: Native **English:** High Level / Bilingual. **Italian:** Basic. **Portuguese:** Basic. **German:** Basic

I.T. SKILLS

Proficient in using Microsoft Office (Word, Excel, Access and Power Point)
Daily user of databases
Customized database to suit unique departmental needs
Compiled and edited comprehensive monthly activity reports

OTHER INFORMATION

Driving License: B1- Cars
Own Vehicle: Yes
Interests: Technology. Gadgets. Wine. Gastronomy. Sports
Other activities: Trustee of the Spanish Portuguese Rei Afonso Henriques Foundation. (Zamora)
Vocal Governing Board Association of Promoters and Constructors of Spain (APCE).
Member of the Spanish Association of Public Housing and Land Promoters (AVS).
Lecturer at INSEAD Business School. Fontainebleau (France).
Lecturer at Symposium Planning of Castilla y León and North of Portugal 2000 (Zamora).
Speaker at the Second International Symposium 1999. Duero (Valladolid).
Lecturer at UBU "Ribera del Duero, wine tourism product development", 2012
Vocal at Spanish Conference of Regulatory Wine Councils (CECRV)

September, 2016