



**Alfons González Pérez**

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Export Manager, specialized in Asian Markets for food & beverage products as well as computing and digital products, I know HORECA channels. My main skills are: e-commerce (Online Marketing), customer satisfaction via relational marketing and CRM. I like pursuing goals based on strategic thinking.

**Cualidades**

- Capacidad analítica
- Creatividad
- Trabajo en equipo

**Skills**

**Online Marketing / Wordpress**

**Skills:** Programming websites with Wordpress

**Achievements:** Organizing and optimizing SEO, focusing on strategic marketing, thinking always on brand and product positioning.

**International trade / Logistics**

**Skills:** Knowledge on Incoterms and logistics. Experience and knowledge on transitaries and documentation for different products and markets worldwide. Transport coordination and synchronization.

**Achievements:** Fine tuning of costs. My transport calculations to China, for a container once past customs had a deviation of 14 €.

**International trade / Opening new markets**

**Skills:** Fine target segmentation and complementary channels

**Achievements:** Opening UK market for Food & Beverage, opening of the Portuguese market for software products and opening of the Chinese market for olive oil and wine. Search for distributors and best fit selection.

**Experiencia**

Desarrollo de webs internacionales

Gran conocimiento de culturas y puntos logísticos internacionales

Apertura de mercados por diferentes métodos

Más de 300 contactos en el mundo del comercio internacional

**Formación académica**

- 1980-1983 High School**  
Salesianos de Mataró  
Bachillerato (classic languages – latin and greek)
- 1984-1986 Computer Technician, high level (CFGS)**  
Instituto Politécnico Salesianos de Sarrià  
Digital electronics and programming (Hard & Softw.)
- 2009-2010 Master in Euroasian International Business**  
Universidad Autónoma de Barcelona (UAB)  
International Trade specialized in Asian Markets for Import & Export.

**Professional experience**

- 2010-...**      **Universidad Autónoma de Bcelona (UAB)**  
 Title:            Professor of Online Marketing and CRM  
 Responsibilities: Teaching presential classes and also online classes in the University Post-degree School (master’s school) both in Spanish and English in the UAB Campus (Bellaterra).
- 2011-...**      **Consultant for Food & Beverage export and brokerage**  
 Title:            Business partner at 50%  
 Responsibilities: Opening Chinese market for F&B, gourmet shop channels. Same for UK market, Belgium, negotiating with distribution points in Essen and doing sourcing research.
- 1989-1990**    **Triple Onda**  
 Title:            Accounting, translation and “catch-all-the-stuff”  
 Responsibilities: Establish an steady import channel for audio products, aimed, at the beginning, to internal use in live concerts (“Direct”) and then to distribute to other Spanish audio professionals. Mixers, power amplifiers... It was before the Spanish integration in the EU. Translate documents, traslation for fairs and negotiations, installing computers in the company, helpdesk, organizing the warehouse and registering all the company’s properties, devices, tools, etc. for accountability.

**Languages**

**English:** Negotiation level 1st certif.  
**French:** Negotiation level Bachillerato.  
**Others:** Basic levels.

**Computing**

**Visual C++, VB** and other programming languages. Very high knowledge. MCP certified.  
**SQL Server, Oracle.** 5 books written and published.

**Additional data**

Driving license for cars and motorbikes.  
 Car owner.  
 Immediately available for jobs.