

## **MARCAL FARRERAS: ACADEMIC DATA**

1984-1986 **IESE. Instituto de Estudios Superiores de la Empresa. (Barcelona, SPAIN)**  
Master in Business Administration, bilingual programme. Focus in Finance and Business Policy.

1978-1980 **Instituto Tecnológico de Santo Domingo.**  
(Santo Domingo, Dominican Republic)  
Industrial Engineer, Magna cum Laude.

## **PROFESSIONAL DATA**

May 2006 **Skoda Auto as. (Mlada Boleslav, CZECH REPUBLIC)**  
Worldwide Marketing Director.  
Responsible for Communication, Product/Price and Qualitative network development.

1997-2006 **Volkswagen Audi España, SA. (Barcelona, SPAIN)**  
Director of Škoda Brand. Member of the Executive Committee. Overall responsibility, including Sales and Marketing, Dealer Development, Customer Satisfaction and Financial Results. Annual sales volume has grown from 3.500 units to 22.000 units, consistently on profit targets. Further improvement of Brand Image and Customer satisfaction. Quantitative and qualitative development of the dealer network, while increasing its profitability.

1993-1997 **Volkswagen Audi España, SA. (Barcelona, SPAIN)**  
Marketing Services Director. Member of Executive Committee of the company since its foundation. Main responsibilities over EDP, Dealer Development, Business Management, Sales and Product Training, Used Cars, and Logistics.

1990-1992 **SEAT, SA. (Barcelona, SPAIN)**  
Dealer Operations Manager, VW and Audi brands. Responsibilities over Sales, Dealer Development, Business Management and Sales Planning.

1988-1990 **Honda Automóviles España, SA. (Barcelona, SPAIN)**  
Sales and Marketing Manager. Was hired for the setting up of the internal commercial organisation and for appointment of a national dealer network.

1986-1988 **SEAT, SA. (Barcelona, SPAIN)**  
Export Operations, European division. Regional Manager (Previously Area Manager). Developed task with local importers in most of EU countries.

1983-1984 **Canon Copiadoras España. (Barcelona, SPAIN)**  
Sales representative. Was hired for the launching project of a new product line.

1980-1981 **Instituto Tecnológico de Santo Domingo.**  
(Santo Domingo, Dominican Republic)  
Assistant to professor of Mathematics.

## **LANGUAGES**

SPANISH:	Native
CATALAN:	Native
ENGLISH:	Fluent
FRENCH:	Fluent
GERMAN:	Advanced Level