

Blas PEGENAUTE

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Nationality: Spanish / Swiss work Under-stress high-performer permit: B / Driving license: B
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EXECUTIVE SUMMARY

Driven and experienced Commercial and Marketing Director with sound and consistent international entrepreneurial/ managerial/executive experience.

Committed and people oriented manager who oversees the best company interests, remains always focused on results and maintains an entrepreneurial attitude. Never exposing the company to more than calculated risks, I finance a proven track record of success, always balancing up/down/side-ways leadership and exquisite external stakeholder bonding management. I always remain predisposed to learning and discovering new and more cost-effective ways for problem-solving, ensuring over-achievements and solutions.

Proven track record of success within the Fast Moving Consumer Goods (focused on Electronic Nicotine Replacement Therapies and Electronic-Cigarettes related activities: Emerging Products, New Product Development -Conception and R&D- , Commercialization -Marketing/Commercial Strategy, Route to Market- and Roll-out) and Hospitality industries.

PROFESSIONAL EXPERIENCE

SALES & MARKETING DIRECTOR (70%+ Travel)

Jul. 2015- present
Puidoux, Switzerland

Nexvap Companies

Nexvap Companies is a Swiss & UK based start-up group focused on the conception; development and commercialization of Electronic Nicotine Delivery Systems with disruptive proprietary/patented design and technologies. Report directly to the COO with dotted-lines to the CEO and President.

- Led the Commercial Division across France, UK, BENELUX, Italy, Spain, Switzerland, Japan and China.
- Conceived and delivered the Sales/Distribution, Route to Market and Key Account Management Strategies that achieved and maintained 1'500 POS in Top Large Organized Distribution accounts within the first 12 months of business.
- Designed and implemented the Marketing Strategy, including Online, Offline and Interconnection activities (In-Store activities, Social Management Strategies, Cross-Functional Advertisement).
- Drove the recruitment, training and development of a Commercial/Marketing team of 12 directly reporting EU Key Account Managers and Local Agents.
- Produced the Product Development Strategy (Pipelining) in collaboration with R&D and Design departments.
- Supervised and optimized Supply Chain for the NEXVAP group, (manufacturing site located in EU and Asia Pacific regions).

Achievements:

- €+1mio. revenue and 1'500+ EU POS network within first 12 months of sales, (Clients: MediaMarkt, UniEuro, Carrefour, Overseas Distribution, WHSmith, Zippo, Comet Spain...)
- Product consolidation, portfolio adapted to Tobacco Trade, Consumer Electronics and Organized retail.
- Optimization of Supply Chain resulting on Cost of Goods decrease by 50%.
- Contributed in IP Patent Registration of a disruptive no-heat technology for Electronic Nicotine Delivery and development of medical devices.

EU FRENCH TERRITORIES SALES MANAGER (50%+ Travel)

Aug. 2014 – Jul. 2015

Hangsen Co. Int. (Sky Throne Ltd.)

Manchester, United Kingdom

Sky Throne Ltd is Hangsen Int. Co. 's EU Group Company for distribution of the proprietary electronic cigarette brands: TruVape, COV, and Nostalgia.

- Drove the design and implementation of the New Products Route to Market Plan (Sales and Marketing) for France, Switzerland and BENELUX.
- Achieved €1mio. forecasted Route to Market plan for first 12 months in France (*Top #1 in EU*).

SPAIN & PORTUGAL OEM & ODM SALES EXECUTIVE

Jan. 2014 – Aug. 2014

Hangsen Co. Int. (EU Division)

Bytom, Poland

Hangsen International is China's no.1 electronic cigarette manufacturer, based in Shenzhen with manufacturing facilities in EU (Poland) and USA (California), serves imported products to clients, worldwide.

Managed Key Account scouting for OEM/ODM division within the territory.

A. MANAGER, D. MANAGER
Hush Co, Be@1 Ltd, Fabric Ltd.

Sept. 2012 – Dec. 2013
London, United Kingdom

- Produced the new Commercial Strategy, delivering an increase of 40% revenue annually (highest increase since opening)
- Achieved “top franchise” sales, breaking 2013’s weekly sales record.

MANAGING DIRECTOR
Fresh & Blunt SL.

Jan. 2010 – Jan. 2013
Pamplona, Spain

Own entrepreneurial project focused on the Management and Coordination of Venues, Artist and Events within the electronic music sector.

- Kick-started the scouting and management of 12 international artist roster.
- Managed the organization of multiple music events and festivals, reaching 3k+ attendees per show.
- Contributed to artists and venue management for larger events and/or local troubled local venues.

EVENTS & P.R. MANAGER
Reverendos MC. SL.

Jan-2005 – Jan. 2009
Pamplona, Spain

- Pioneered a new event concept, leading the recruitment and training of 20+ PR/Sales collaborators, resulting in the highest ticket pre-sale count in venue’s lifetime (1k+ tickets across monthly events).

EDUCATION

UNIVERSITY OF GREENWICH

London, United Kingdom

Bachelor of Business Administration in E. Management (BBA HONS) (*Thesis to be submitted*) Sept. 2012 – June 2014

Areas of study 1st and 2nd years:

- Business Administration, Leadership, Finance & Funding
- Event and Venue Management, Marketing and Sponsorship

Achievements:

- 1st and 2nd year Student Representative, supported not only by the students but also the teaching staff.

JOHNS HOPKINS UNIVERSITY, Center Talented Youth ESP division

Spain

Advanced Mathematics for Talented Youth

Johns Hopkins University’s CTY is the world leader in gifted education, dedicated to identifying and developing the talents of academically advanced pre-college students around the world.

- Scholar of 1st and 2nd CTY’s Intensive Learning Camps ESP editions, only accessible via examination (*results available upon request*). Focus on Cryptology, Probability, Mathematical Logic and Number Theory.

SAN CERNIN SCHOOL

Applied Sciences High School Diploma

Pamplona, Spain
Sept. 2007 – June 2009

LANGUAGES, IT, PERSONAL ABILITIES AND INTERESTS

LANGUAGES:

- **SPANISH:** Mother tongue.
- **FRENCH:** Full business proficiency.
- **ENGLISH:** Full business proficiency.
- **ITALIAN:** Basic comprehension and communication level.

IT:

- Adobe: Lightroom, Photoshop, AutoCAD – Autodesk package.
- Salesforce CRM.
- High knowledge of Office Pack (Excel, Word, Power Point).

ABILITIES AND PERSONAL INTERESTS:

- Team player, under-stress high-performer.
- Out-of-the-box thinker focused on target achievement.
- Self-motivator, self-development.
- Business literature readings (Leadership, Entrepreneurship and Emotional Intelligence).
- Motorsports and sports (Golf, CrossFit, freeride ski, surf, running (*5km track 20:00. 10km trail 46:18*)).
- Music, Scuba Diving (PADI certified Advanced Open Water)