

MARTINEZA

Architect of business growth

I am Manuel Martinez, Architect of business growth

I have dedicated my life to understand how businesses grow and , more importantly, why sometimes they don't

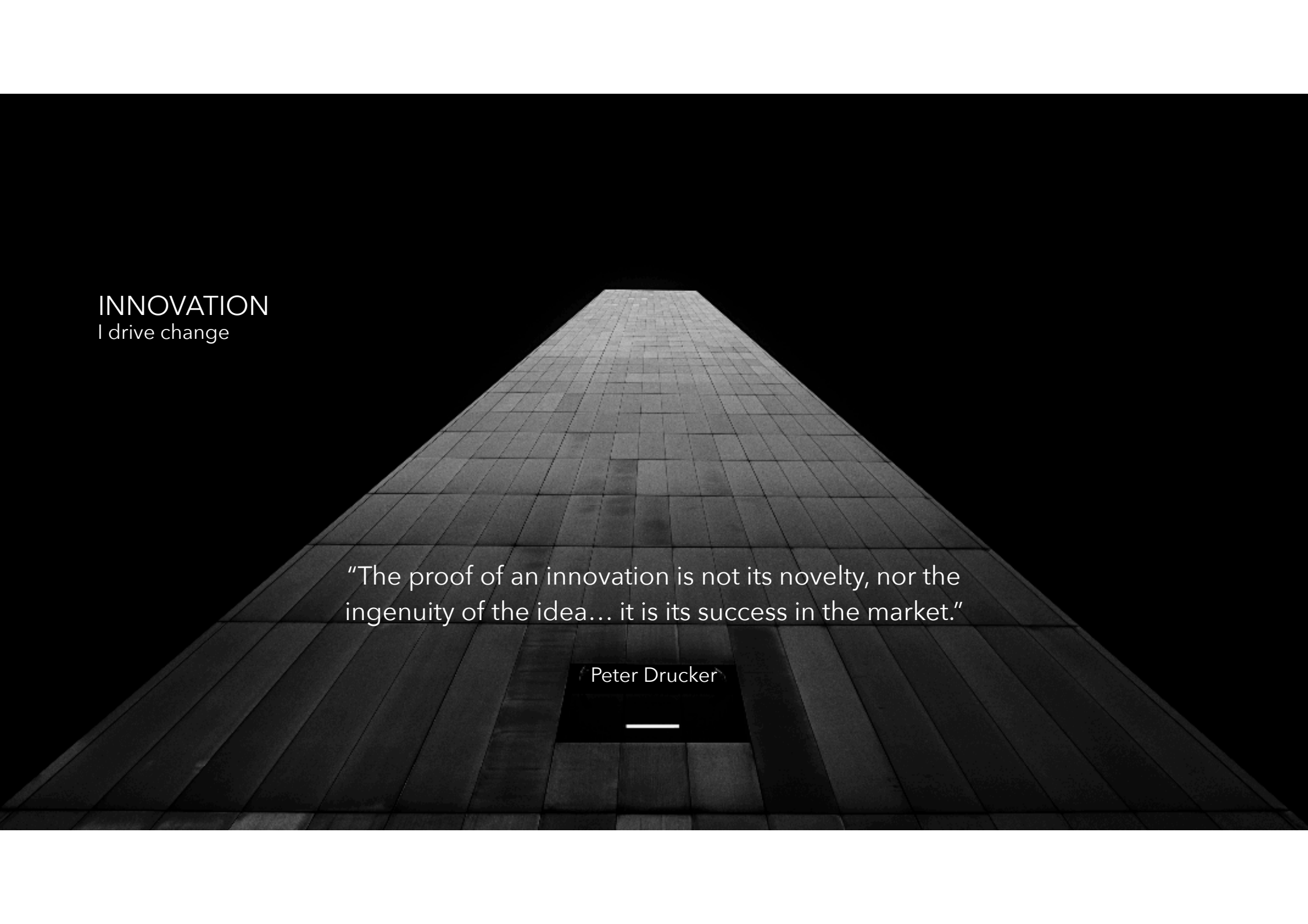
I have walked alongside great companies that today are living their own success stories

I don't sign the achievements, I just make sure they happen

Identifying opportunities, driving growth, delivering results

IT IS NOT WHAT I DO, IT IS HOW I TURN IT INTO VALUE



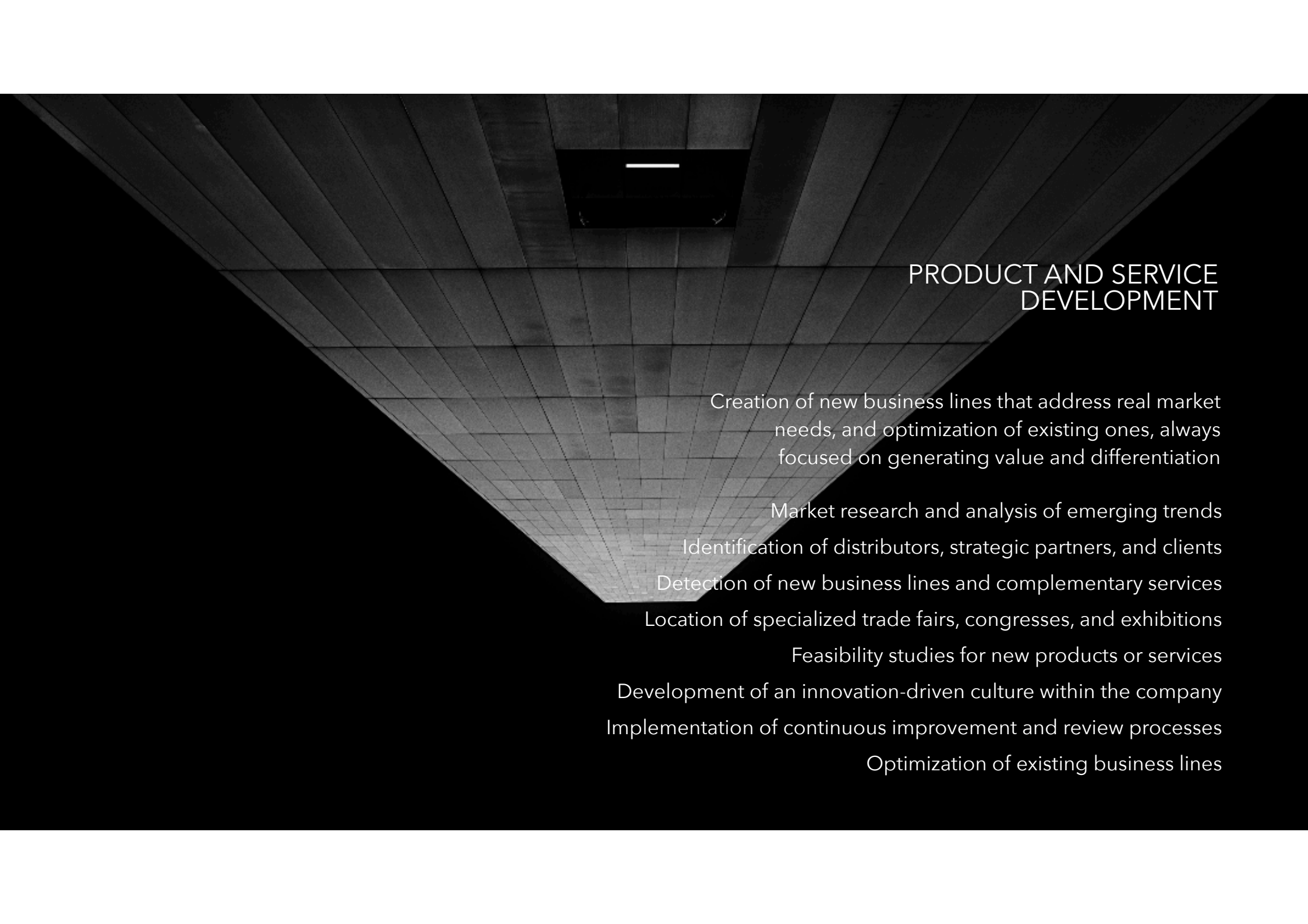


INNOVATION

I drive change

"The proof of an innovation is not its novelty, nor the ingenuity of the idea... it is its success in the market."

(Peter Drucker)



PRODUCT AND SERVICE DEVELOPMENT

Creation of new business lines that address real market needs, and optimization of existing ones, always focused on generating value and differentiation

Market research and analysis of emerging trends

Identification of distributors, strategic partners, and clients

Detection of new business lines and complementary services

Location of specialized trade fairs, congresses, and exhibitions

Feasibility studies for new products or services

Development of an innovation-driven culture within the company

Implementation of continuous improvement and review processes

Optimization of existing business lines

QUALITY
I achieve excellence

"Excellence in quality is the art of doing well what no
one sees, yet everyone expects"

Henry Ford





I OBSERVE WHAT NO ONE POINTS OUT, WHERE EVERYONE LOOKS

Quality is proven through action
and the consistency of execution,
not through intention

Design and supervision of customer service protocols

Evaluation of the customer experience

Definition of quality control protocols

Management of claims and incidents

Implementation of Quality Management Systems (ISO)

Redesign of operational workflows to improve efficiency

Organization, signage, and warehouse safety

INTERNATIONALIZATION

Expanding beyond borders

"International expansion is the key strategy for sustainable business growth"

Anonimo



I ACHIEVE BUSINESS SCALABILITY

Internationalization of companies, expanding
them beyond their current limits

Identification of geographic and sectoral opportunities

Definition of market entry strategies

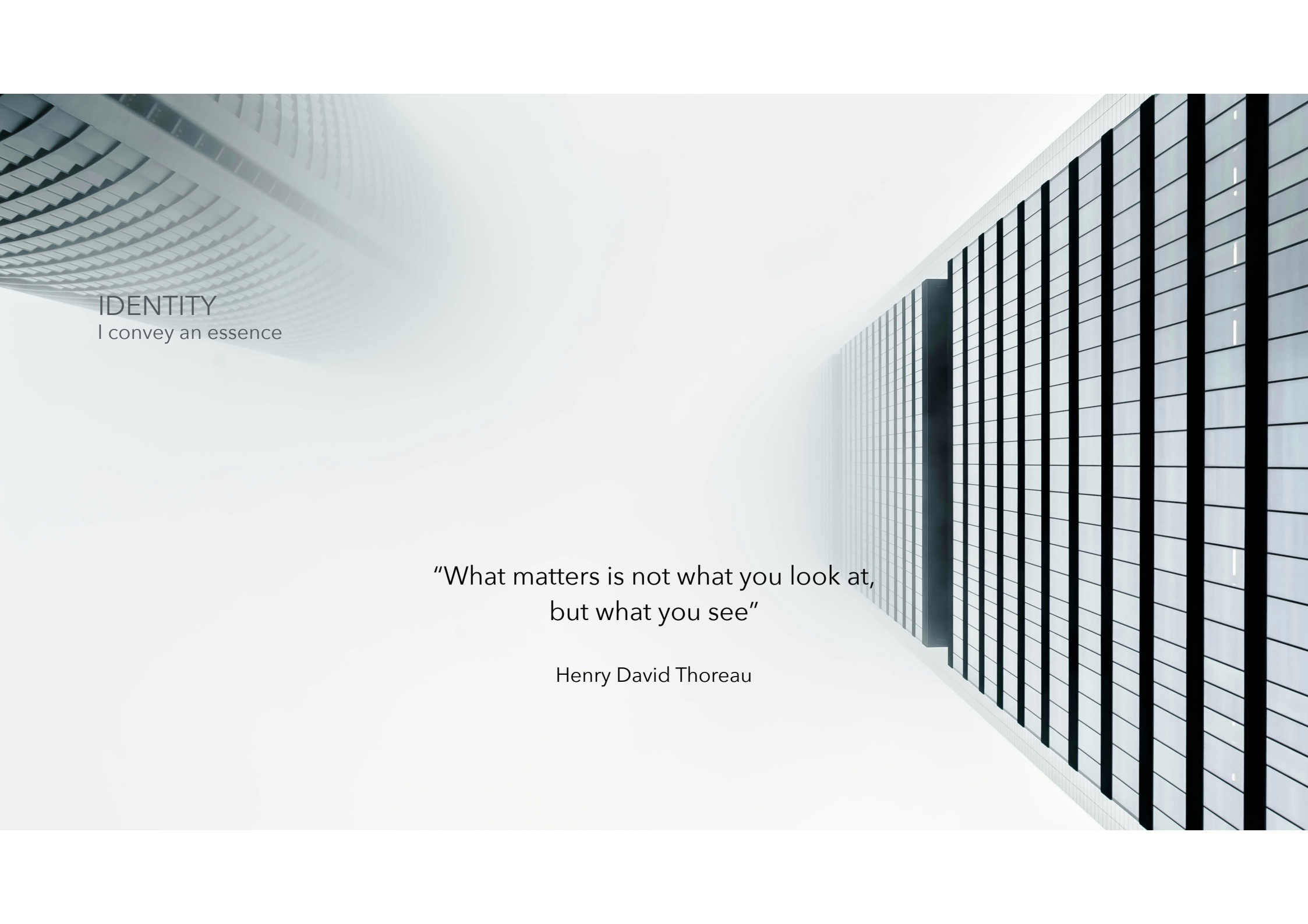
Processing company formation and legal representation

Development of tailored commercial materials

Advice on grants and export financing

Support during trade missions and networking events

Search for partners, distributors, and agents in target markets



IDENTITY

I convey an essence

“What matters is not what you look at,
but what you see”

Henry David Thoreau



I DON'T BUILD LOGOS, I BUILD PERCEPTION

The silent strategy that makes them
choose you before you speak

Comprehensive evaluation of visual identity

Review of digital presence

Brand diagnosis

Alignment between image, values, and value proposition

Team training on brand messaging and talking points

Design and preparation of professional Sales Folders

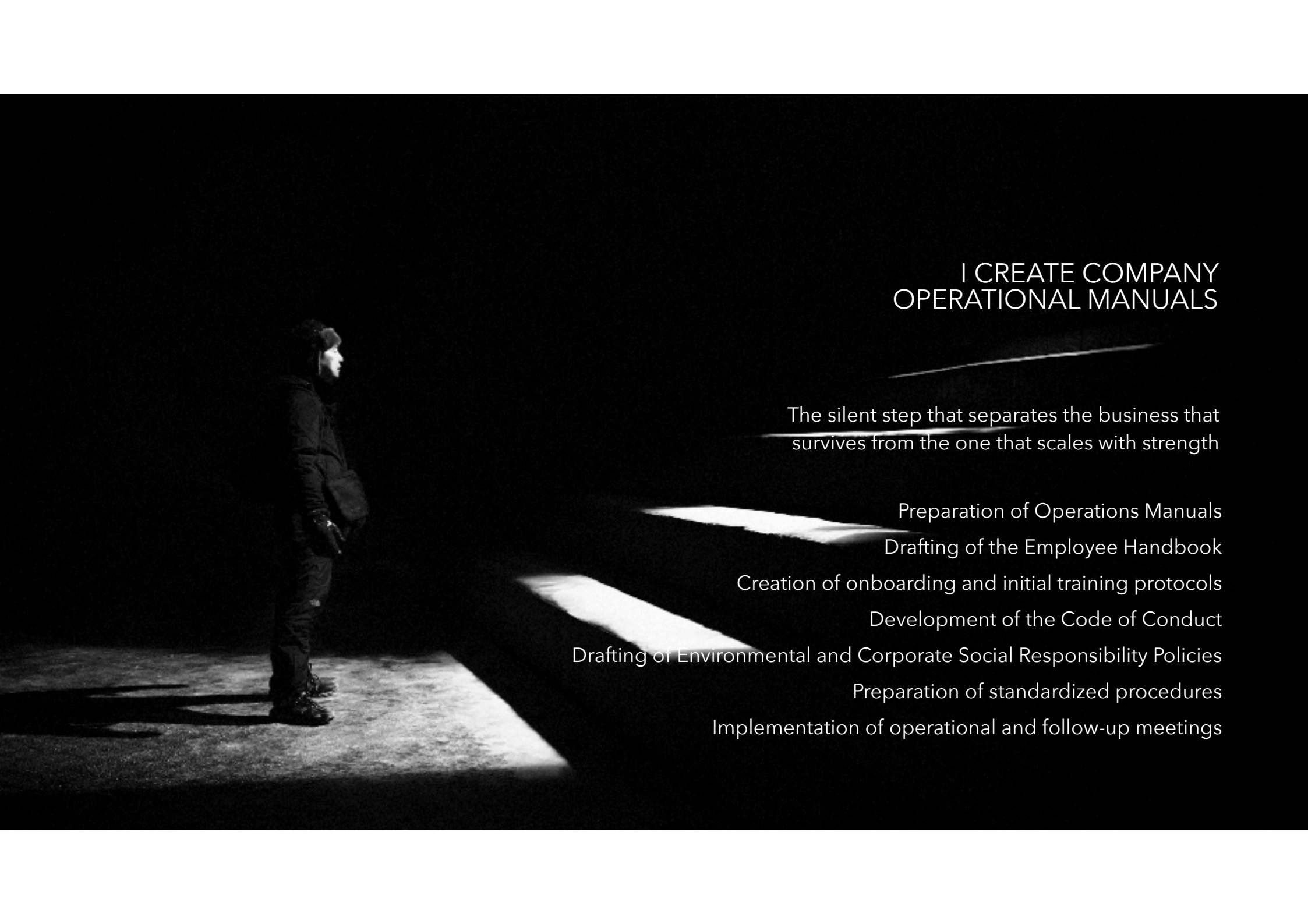
Creation and review of product datasheets

PROFESSIONALIZATION

I turn knowledge into structure

“Empty your pocket in your mind,
and your mind will fill your pocket”

Benjamin Franklin

A person wearing a dark hoodie and pants stands in profile on the left side of the frame. They are in a dark environment with several bright, horizontal light beams cutting through the darkness from the right. The person is looking towards the right, where the text is located. The overall mood is contemplative and focused.

I CREATE COMPANY OPERATIONAL MANUALS

The silent step that separates the business that
survives from the one that scales with strength

Preparation of Operations Manuals

Drafting of the Employee Handbook

Creation of onboarding and initial training protocols

Development of the Code of Conduct

Drafting of Environmental and Corporate Social Responsibility Policies

Preparation of standardized procedures

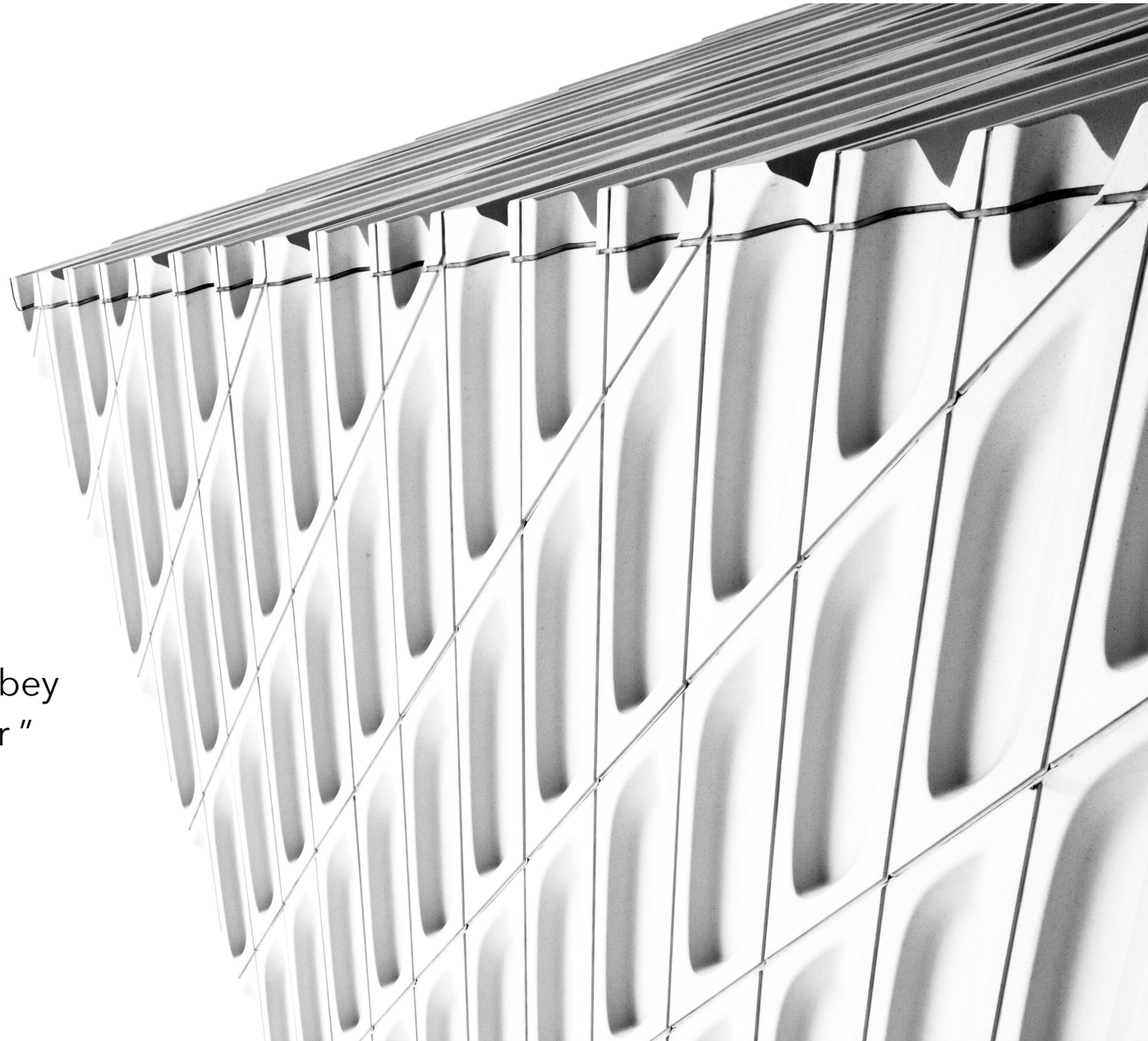
Implementation of operational and follow-up meetings

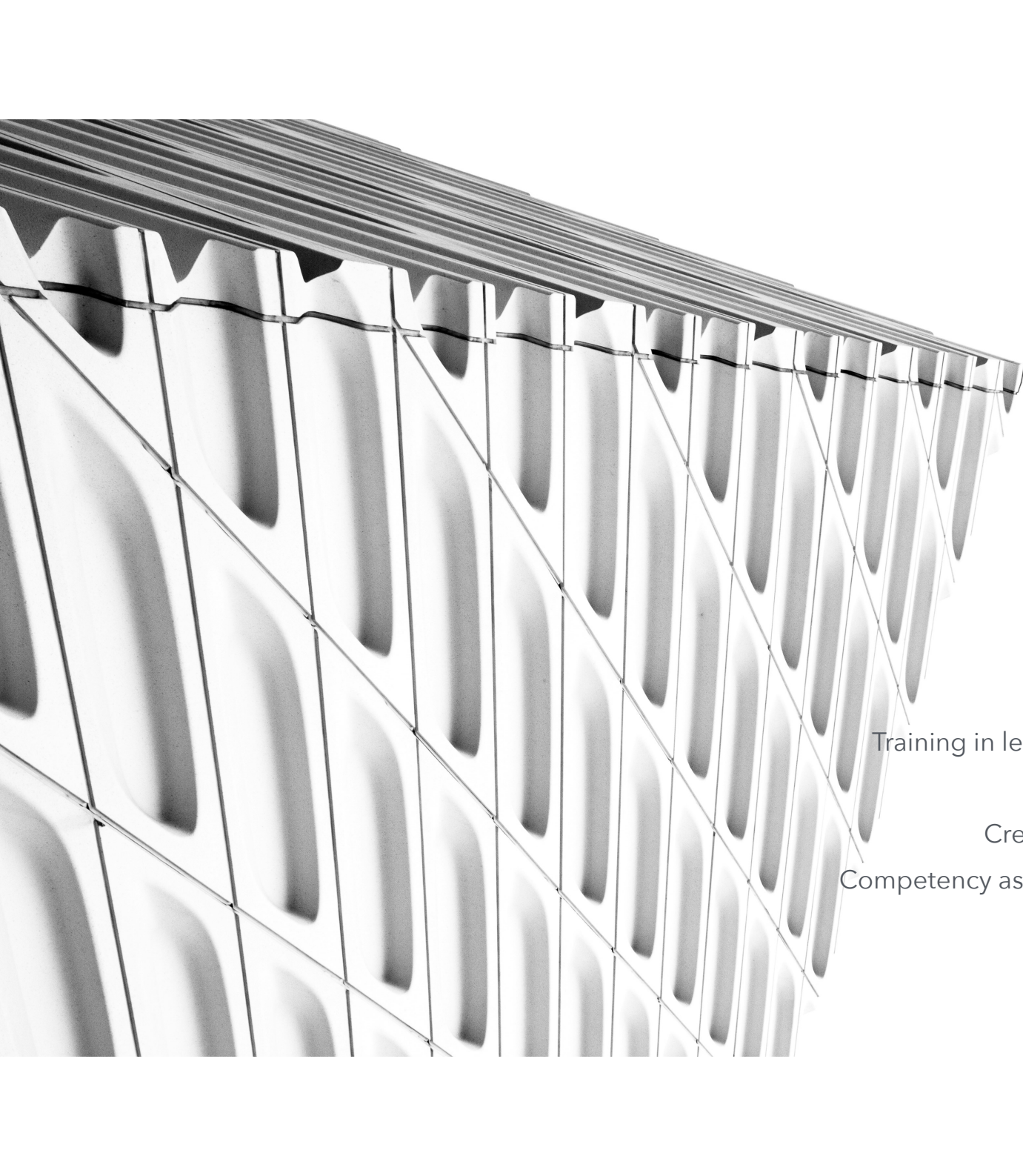
TRAINING

I build teams that lead

"He who has never learned to obey
cannot be a good commander "

Artistóteles





I CREATE HIGH-PERFORMING, MOTIVATED TEAMS

"You can hire the best and let them do
what they do best, or you can hire anyone
and make them do what you tell them"

Warren Buffet

Design of continuous training programs

Training in leadership, sales, customer service, and quality

Team-building activities

Creation of internal training manuals and guides

Competency assessment and identification of training needs

Training in digital tools and new processes

Structured onboarding for new employees

STRATEGY
Seeing beyond

"The first step to reaching a place is deciding that
you are not willing to stay where you are"

J.P. Morgan



I PREPARE FOR THE FUTURE, WITH GUARANTEED SUCCESS

It's not about predicting the future,
but about preparing to lead it

Definition of the strategic plan

Review of the company's mission, vision, and values

SWOT analysis and roadmap design

Setting objectives and monitoring progress

Business restructuring

Support in mergers, acquisitions, or company sales

Development of the business model

PROFITABILITY

Making everything count

“Someone who has all the answers
doesn’t even understand the questions”

John Templeton



I DELIVER VALUE

Improving the company's profitability by ensuring that every part of the business contributes real and measurable value

Automation of repetitive tasks

Resource optimization

Profitability evaluation by client or service

Definition of key profitability indicators (KPIs)

Budget control

Design of pricing and discount strategies

Identification of value leaks or inefficiencies



FOREIGN COMPANIES

Business opportunities in Spain

“The value of an action is judged by its timeliness”

Lao-Tsé



WHAT MATTERS IS NOT ENTERING, BUT STAYING

Business landing: Viability
Assistance in Buying and Selling: Opportunities
Operations: Local Representation
Driving Change: Growth Strategy
Experience Design: Customer Support
Local Access: Connections
Effective Communication: Market Adaptation

SUCCESS STORIES

Collabs



PAVIFLEX GYM FLOORING

Innovation, Internationalization, Identity, Quality,
Profitability, Professionalization, Strategy

Creation of a new business line and internationalization. Development of a differentiated value proposition for the fitness sector. Consolidation of the brand as a global benchmark. Alignment of innovation and quality. Training of an exceptional human team





CUSTO BARCELONA

Innovation, Internationalization, Quality

Development of a new business line and internationalization. Expansion of the sales network in the multichannel wholesale sector. Consolidation of the brand's positioning

GRUPO PLAGINSA

Innovation, Internationalization, Identity, Quality,
Profitability, Professionalization, Strategy

International expansion, creation of new
business lines and optimization of existing
ones, professionalization of the commercial
and operational structure. Excellence





BIRKENSTOCK

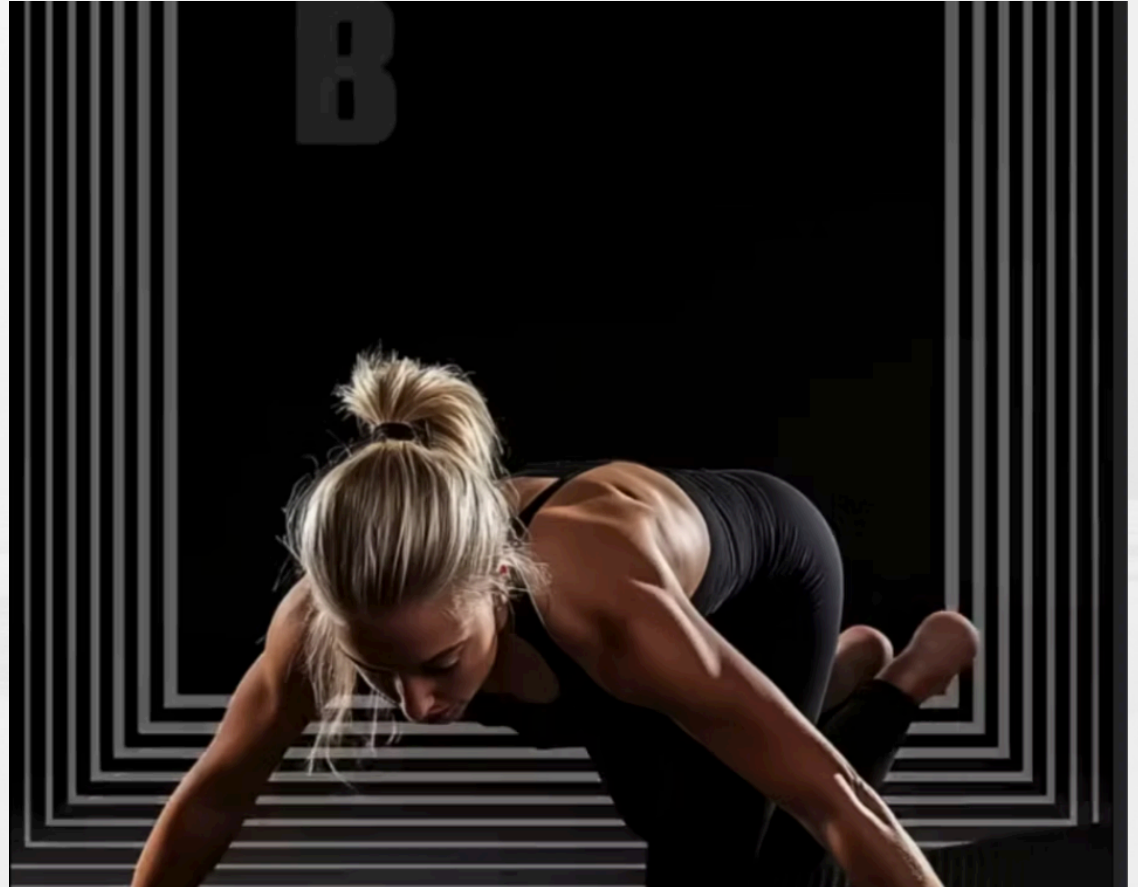
Foreign companies

Comprehensive management of raw material needs. Personalized service, meeting requirements, flexible production. Provision of tailored solutions

BOOTYMATS

Innovation, Internationalization, Identity, Quality,
Profitability, Professionalization, Strategy

Brand creation and development. Definition
of its value proposition. Positioning in the
fitness market as an innovative and
specialized solution





PANAMA JACK

Professionalization, Internationalization,
Innovation, Quality, Strategy

Implementation and development of the U.S. subsidiary. Consolidation of the company's commercial and operational presence in a strategic market. Coordination of product development. Alignment of design, production, and commercial strategy

LÜ BABYMATS

Innovation, Internationalization, Identity, Quality,
Profitability, Professionalization, Strategy

Creation and development of a new business
line. Definition of value proposition and
identity. Development of commercial
structure





VICTORIO & LUCCHINO

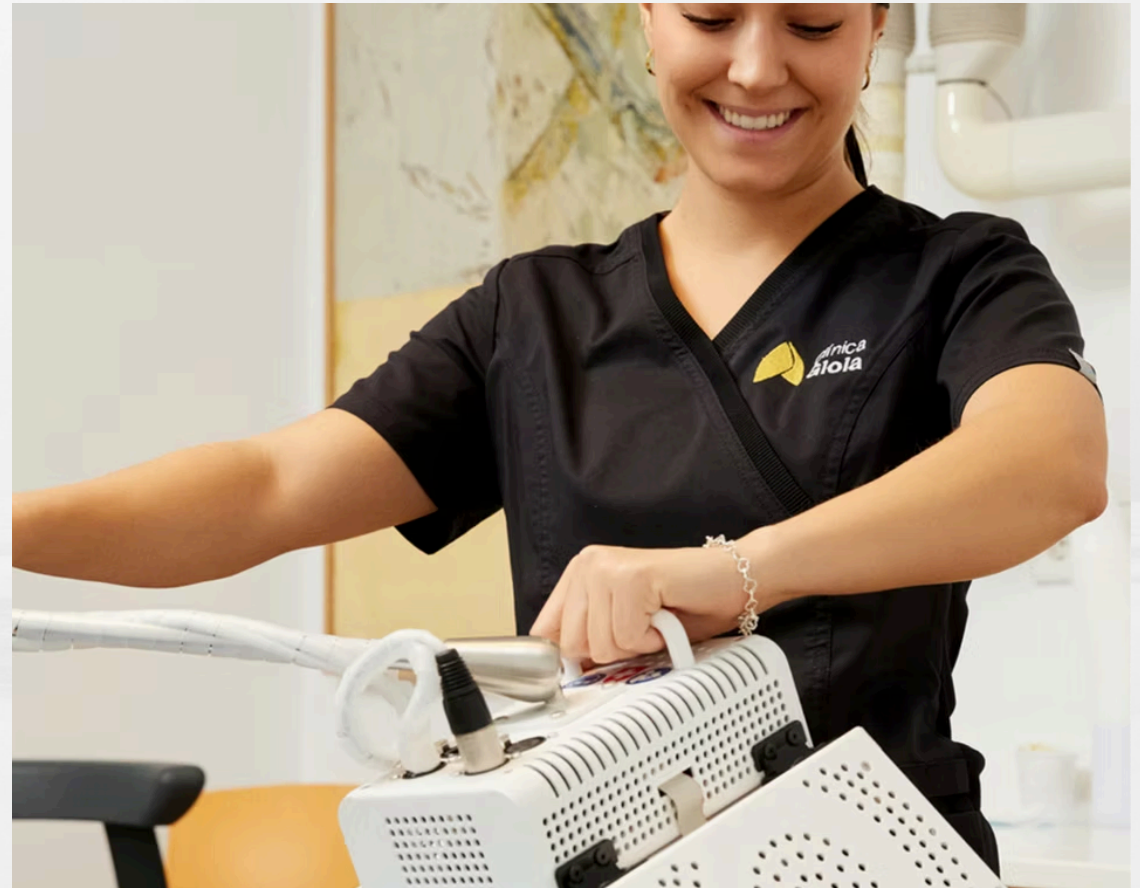
Innovation

Development of a product line for the bridal and runway segment. Alignment of creativity and technical excellence. Luxury positioning. Strengthening of brand identity

CLÍNICA GIOIA

Innovation, Identity, Quality,
Professionalization, Strategy

Advisory on strategic growth. Driving change.
Acquisition of new clients. Operational
improvement. Consolidation of positioning
as a leading dental clinic





HISPANITAS

Internationalization, Identity, Quality,
Professionalization

Transformation of the global commercial and marketing area. Professionalization of its operational structure. Strengthening of international positioning

LA 208 TRIATLÓN CLUB

Identity

Digital professionalization. Structuring of digital identity



ABOUT ME

Architect of business growth



Degree in Economics, specialized in the creation and management of new business lines, optimization of existing ones, brand relaunches, and operational excellence. I consistently generate value, building high-performance teams and executing sustainable growth initiatives

Native Spanish speaker, with bilingual proficiency in English, advanced Italian, and working knowledge of French and German. My career spans the Americas, Asia, Oceania, and Europe, providing me with a global perspective and agility to identify opportunities in diverse markets

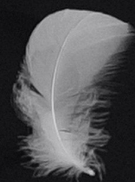
I transform vision into concrete strategies to deliver solid and sustainable results, always maintaining a strong commitment to innovation, operational excellence, and long-term value creation

With a firm dedication to business excellence and profitability, I have over 25 years of experience leading strategic projects

I turn every action into growth



I DON'T SIGN THE ACHIEVEMENS,
I JUST MAKE SURE THEY HAPPEN



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