

**PERSONAL DATA**  
**STUDIES AND TITLES**  
**LANGUAGES**  
**COURSES, SEMINARIES AND PUBLICATIONS.**  
**COMPUTER SCIENCE AND INTERNET.**  
**PROFESSIONAL EXPERIENCE**  
**EDUCATIONAL EXPERIENCE**  
**OTHERS ACTIVITIES AND HOBBIES**

## **1.- PERSONAL DATA:**

Full name: **SAUL AYUSO SAHOGAR.**  
Address: *Carretera de Aravaca, 54 7 B 28024 MADRID (SPAIN)*  
Cellular: **+34 630 84 25 25 + 34 647 15 00 79**  
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Website: **<http://es.geocities.com/sulayuso>**

## 2. – EDUCATIONAL TITLE

<b>EGB</b>	C.H.O.E.(1)	8 years
<b>B.U.P and C.O.U.</b>	C.E.U. (Scholarship) (2)	3 years
<b>Superior technician in Marketing</b>	C.E.U. (Scholarship)	2 years
<b>Bachelor in Advertising</b>	GESMARK	3 years.
<b>Bachelor in Administration of Agencies, Advertisers and Means advertising.</b>	C.E.U and U. Comp.	1 year I title
<b>Degree in Marketing and Commercial Management</b>	E.S.E.M. (3)	3 years I title
<b>M.B.A Master in Business Administration.</b>	E.S.E.M.	1 year I title

*(1) School of Orphans of Officials of Army*

*(2) Centro de Estudios Universitarios. Foundation San Pablo*

*(3) Superior School of Studies of Marketing.*

### **3.- LANGUAGES.**

Spanish, Portuguese and English, at high level in reading, understanding, and translation and written.

4. - **SEMINARIES.**

**TELEPHONE MARKETING. IN PHONE MARKETING INTERNATIONAL MAILING. IN MAILING CENTER**

**ACTIONS OF DIRECT MARKETING UNDER ADVERTISING. HEWLETT PACKARD.**

**FOROTEC. Bank and electronic Commerce. COMPAQ.**

**MEANS PLANNING** in company **MEDIANETWORK.** (Now **TEMPUS**, 2° worldwide group of Publicity)

**ORATORIA** with Angel Lafuente

## **5.- COMPUTER SCIENCE AND KNOWLEDGE INFORMATICS, OF INTERNET AND COMMUNICATIONS SYSTEMS.**

- Operating system MS-DOS.  
**WINDOWS PROFESIONAL XP, HOME AND VISTA and Line of VISUAL BASIC**
- Integrated packages: **Microsoft Office 2007 (WORD, ACCESS, EXCEL, POWER POINT, NOTICE, MS PROJECT, VISIO, PROJECT SERVER...**, at advanced level) and previous and Lotus Smart drive
- **STATISTICAL SPSS.**
- Text editors: **WORD, WORD PERFECT, WORD PAD, ETC.**
- Database: **DBASE IV, OPEN ACESSS AND OTHERS.**
- Leaves of calculate: **LOTUS 123, EXCEL AND OTHERS.**
- Self-editors: **PAGE MAKER AND VENTURA PUBLISHER.**
- Graphical designer: **COREL DRAW 12,0, FREE HAND 8,0, DESIGNER 5,0, DRAW. 3D STUDY, FANTAVISIÓN.**
- Domain, development and use of Internet and Intranet. and of design: **DREAMWEAVER 8,0, 5,0 FIREWORKS AND 8,0 FLASH. INTEGRATED PACKAGE LATER MX STUDIO WITH DREAMWEAVER, FIREWORKS, FLASH, FREE HAND. IN ADDITION TO FRONTPAGE, PAINT SHOP PRO, FREE HAND, QUARK X PRESS, etc**

**I am to partner of Microsoft**

## 6.-PROFESSIONAL EXPERIENCE.

For TRAINING GROUP, and while I am teaching courses, I realized studies of marketing research about of the locality of Altea, the repercussion of the Urban General Planning, its incidences on the ecosystem of the Algar River, for GRUPO BALLESTER. Study of the Integration of Immigration. The repercussion of Work Risk (LPRL) in the intermediate staffs. Studies on leadership, motivation, self-esteem, assertively, pro activity, coaching, control of stress and put competitions. Abilities of intermediate staffs, continuous and occupational formation. Study of the behaviour and motivation of the behaviour of the smaller children of 10 years is its attendance to TV plates, etc

Company: **IDEMAS**  
Address: Carretera de Aravaca, 54 28024 MADRID  
Period: 2000 -actuality  
Activity: Director of Marketing and Executive Vice-president  
Reference: Vicente Moreno  
Clients: With the control of as significant accounts as: (the order is not chronological)

- **FOUNDATION CANOVAS DEL CASTILLO.** Creation of documentation in it union to the FAES.
- **EUROPROSEM.** Total consultancy for the diversification to in purchase (Egypt, Bosnia, and Bangladesh) and financial planning risk, manufacture at worldwide level and diversification of risk for sale to GRUPO CARREFOUR EUROPE, the ENGLISH CUT, ZARA, CORTEFIEL and FROID.
- **BURELA CONSERVES,** creation of all the graphical material and announcements in press, as well as, material PLV
- **GRUPO FOXA,** WEBSITE design.
- **CAJA DUERO.** Consultancy AGRO-ALIMENTARY market
- **MOBILIAR,** All the graphical material and the creation of website for M.E.H.
- **EASY BOX,** creation of all the graphical material and announcements in press, as well as, material PLV
- **ELECNOR,** corporative image of its building in Lérida
- **ERESMAS,** creation of contents sale CHANNEL OPERATES and ECOCHARLY (air pilot channel)
- **KIDS FESTIVAL CINEMA OF MADRID,**
- **BIERSENG BIER.** Creation of its corporative image for Europe and EE.UU. as well as packaging for EE.UU. In addition I represent it to the different distributors from channel HORECA
- **CHANNEL OPERA.** Development of the magazine of theatre of the Opera of Madrid and it website
- **BANK, 15,** Development of website
- **ECOCHARLY.** Development of website
- **YEARBOOK OF THE SPANISH STATE**
- **AMERICAN VISION CARS,** Creation of its corporative image for Europe and EE.UU.

  

- **TEGEISA.** Of all the imaginable one, from the accomplishment of the magazine with interviews to D. Rodrigo Rato, D. Jose Maria Alvarez del Manzano, D. Alberto Ruiz Gallardón, D. Bonifacio de Santiago, Plan of company, Plan of Marketing, purchase, Forecast and control of sales, etc.
- **TRAINING GROUP** Consultancy and investigation of following the subjects: • asertivility • Pro activity • Control of stress, stress labour and technical of relaxation of stress • Coaching • Immigration • Altea, urban general plan ye environmental impact • Self-esteem • Motivation and leadership •

Labour Integration of the immigrants and its conditions • The formation in the sector of the construction • Like leading to kids in a TV program • Integration of the population immigrant in the CAM • The prevention of risks in immigration • The two faces of Immigration • Abilities in the intermediate controls • Motivation of the intermediate controls • Main labour risks of the intermediate controls • Meta competitions • Cross-sectional Competitions • The formation in the Construction for the 2006

Company: **TEGEISA. (TECHNICIANS IN REAL ESTATE MANAGEMENT)**  
Address: Donoso Cortes, and 8 Delegations at national level. MADRID Period: Activity: Direction of Marketing. Adviser of the Direction.  
Reference: Juan Manuel Martinez. Manager. (91 593 31 20)  
Clients: Carry out the workings of Director of Marketing, making different real estate studies from quantitative and qualitative character. The Business Plan, Marketing Plan and designing different strategies, buying average, making the forecasts of sales, and reporting the commercial information and their incidences to Management. Amen others of character of institutional relationship. In addition to monthly making the magazine of the company, whose character was external, with so significant interviews among others to D. Rodrigo Rato, D. Alberto Ruiz Gallardon, D. Jose Maria Manzano or D. Bonifacio de Santiago, to mention some of them.

Company: **GROUP JOSE BENARROCH.**  
Address: Paravicinos, 16 Benarroch Building. Madrid  
Period:  
Activity: In which I exerted the position of Director of Marketing of the different companies of the group: SATAIRE, ANACO, COURANT OF AFFAIRS, WEBER, ETC.  
Reference: Jose Benarroch Benarroch. Manager. (670 26 26 13)  
Clients: Making Business Plan, Marketing Plans, for the group and each one of the companies, different strategies from mkg-mix, for global group in and each one of the companies. Strategies of sales in each case its estimation, forecast, control and report of information. Selection of personnel for different departments. Control of yield by companies, products and/or services (according to which company and its social object), departments and workers, formation of commercial equipment and CRM, creation of the corporative image of the group and the different companies, their stationery store, pamphlets, diptychs, triptychs, "websites", "packaging", etc. Supporting to the commercial equipment with content actual multimedia and in precise commercial law actions or presentations. And other different functions, from the approach of the negotiations with the legation of the government of Kazajstán for the investment of its reserve funds, to the negotiation with the government of Hungary and the implantation of operator his "tour" Hungarian national in Spain for the purchase of hotel seats for the third age in the Coast of the Sun. Creation of corporative image of different companies, "website" of the different companies, logotypes, marks, colours and corporative forms, cards, diptychs, triptychs, building, automobiles, his "website", the plans of company, plans of marketing, selection of human resources, "packaging", negotiations, etc.

Company: **COURANT D' AFFAIRS**  
Address: Juan Ramon Jiménez, 8 1º Plt. //Paravicinos, 16 (Building) Period: 1-01-98 - 2000:  
Director of Marketing  
Reference: Jose Benarroch (91 311 57 77)

Clients: Clients with invoicing between 500 and 5,000 mill. Previous item since in principle they belonged to he himself group. Previous item since in principle I am member of Group Benarroch

Company: **ARON PRESS (My PC, Cosas de Casa, Grace, Te interesa, Labores de Hogar, Pc Football, DEMOS, etc.)**

Address: Goya, 12 and Goya, 18 and Orense, 37 5°

Period: 1-01-97 to 1-09-97

Activity: Head of Advertising and later Commercial Manager. As well as, promotional actions by Internet, I did all "website" of all the magazines, selects the personnel of all the departments, I took the commercial direction, creating all the data base of advertisers, agencies and power stations of means purchase and their respective people in charge in the different accounts. Adviser of the President. Reference: André Neves (91 597 07 56) Clients: Things of House, My PC, Grace, the Goal, My Workings, We give, Tricks, etc.

Company: **W.OT.W.E. (Windows on the World Europe)**

Address: Orense, 68 2ª floor

Period: 01-07-96 to 01-01-97

Activity: Marketing Manager and Strategic Accounts manager

Clients: City council of Madrid, Fujitsu, Pryconsa, etc. and designs the Project Destinies, bases (literal copy of the project) of present "website" of the different estates public, with all the existing applications. Reference: Disappeared Clients: City council of Madrid, Pryconsa, Azata, Council Madrid Tourism, among others. (All of them obtained by me)

Company: **MOBILIAR LIMITED LIABILITY COMPANY.**

Address: Old N-V km 14,400 (Factory and 4 delegations)

Period: 24-06-95 to 01-07-96

Activity: Head of Marketing and Publicity: Adviser of the Manager in strategic accounts, in addition to formulating the plan of marketing and the different strategies from MKG, from Post office to it Forces of Fast Intervention Reference: Arsenio Moreno. (91 644 03 04) Clients: Multiple clients with an approximated invoicing of 3,000 mill. Annual

Company: **ARTYMODA, LIMITED LIABILITY COMPANY (GUINSA)**

Address: Prince of Vergara, 45 28001 MADRID

Period: 1-9-92 to 1-1-95

Activity: Secretary of the Council of Administration, shareholder and Training unit commander. Commercial Direction and Develops Curricula, most of which they follow in market Reference: Saul Ayuso. (630 84 25 25)

Company: **GESAHOGAR, LIMITED LIABILITY COMPANY (GUINSA)**

Address: Plaza Andrés de Soloaga, 1 28024 MADRID

Period: 24-11-93 to 1-1-96

Activity: Secretary of the Council of Administration, shareholder and Manager.

Reference: Saul Ayuso. (630 84 25 25)

Company: **GEMINSA, LIMITED LIABILITY COMPANY (GUINSA)**

Address: Caleruhega, 68 28033 MADRID

Period: 12-10-93 to 30-1-94

Activity: Secretary of the Council of Administration and shareholder. Reference: Saul Ayuso. (630 84 25 25) (\*1) All pertaining to the GUINSA (Gestora Urbana

Internacional, S.A.) with clients in the external courses to the school like AENA, IMEFE, Social Security, C.O.A.P.I., etc.

Company: **PUBLICIDAD INMOBILIARIA, S.A.**  
Address: Mayor, 4 and 6 28013 MADRID  
Period: 2-2-91 to 20-3-92 Activity: Audit marketing.  
Reference: Alfonso Miñarro Clients: With 16 p Daily in Newspaper 16, 3 in ABC and 2 in the Country having like clients greater great constructors and medium A.P.I. Make Business Plan , Marketing audit. Computerize all the processes of the agency, from creativity to Dpto. Sales

Company: **LAN IBÉRICA INGENIERÍA DE SOFTWARE, S.A.**  
Address: Fortuny, 46 28010 MADRID  
Period: 2-2-90 to 2-2-91  
Activity: Support of Marketing and Publicity. Plan of Marketing, campaigns of publicity. Support multimedia to commercial equipment in precise actions. Studies of market for new products.  
Reference: Jose de Rafael (President of International Advisor Association)  
Clients: I exercise of the Air, I.N.I., REPSOL, Caixa, etc.

Also, I have made Computer science Consultancy and Formation for the National School of Agents of the Real Estate Property of Spain and Portugal and the School of Agents of the Real estate Property of Madrid, BAI, Benarroch Group, etc. In all the previous companies, I have made the strategies with its corresponding objectives of Marketing, as well as, the plans of Marketing to means and length term. As far as the Campaigns of Publicity, I have contacted with the different agencies, managed the campaigns and their later pursuit. Work and Commercial Direction in some of them as it is reflected.

## **7.-EDUCATIONAL AND TEACHER EXPERIENCE.**

**Company: COMMUNITY OF MADRID – INGECOM, S.A. -  
COURSE OF “ADOBE MX STUDIO”**

Professor and tutor of the course  
jun. the 2007 - present time

**Company: COMMUNITY OF MADRID – SAN ROMAN –  
COURSE OF “FINANCIAL RISK IN THE BANK MARKET “**

Professor and tutor of the course. 2007 – jun. 2007

**Company: COMMUNITY OF MADRID – SAN ROMAN –  
COURSE OF “ESPORT TRADE AND INTERNATIONAL COMMERCE”**

Professor and tutor of the course  
APRIL. 2007 - present time

**Company: AUTONOMIC COMMUNITY OF MADRID – SAN ROMAN  
COURSE OF: “INTERNATIONAL MARKETING”**

Professor and tutor of the course  
Dec. 2006 - present time

**Company: AUTONOMIC COMMUNITY OF MADRID – SAN ROMAN  
COURSE OF “FINANCIAL RISK”**

Professor and tutor of the course  
Dec. 2006 - present time

**Company: CITY COUNCIL TRES CANTOS - ASSOCIATION OF YOUNG  
INDUSTRIALISTS OF MADRID - SANROMAN FORMATION  
COURSE OF “ENTREPRENEURS PLAN OF COMPANY AND PLAN OF  
MARKETING”**

Professor and tutor of both modules  
nov. 2006 – jul. 2007

**Company: CITY COUNCIL HOLE OF MANZANARES - AUTONOMIC COMMUNITY  
OF MADRID - SANROMAN FORMATION INTERNET**

**COURSE OF “ELECTRONIC COMMERCE” ADVANCED - LEVEL**

Professor and tutor  
. sep. - oct. year 2006

**Company: OFIZZIA**

**COURSE OF “ADVANCED COREL DRAW 12,0” – EXPERT LEVEL**

**for Spain Postal and Telegraph**

Jun. - Jul. year 2006

**Company: COMPUTER SCIENCE CENTER COMMUNITY OF MADRID –  
CREA FORMACION, S.A.**

**COURSE TO “COREL DRAW 12,0”. ADVANCED - LEVEL for own employees – workers**

May. year 2006

**Company: HOLDING HISPANO-HOLANDES - CREA FORMACION, S.A.**

**Course to POWER POINT for their workers.**

May. year 2006

Company: **CREA FORMACION, S.A.**  
**Course Graphical Design. Module of "CREATIVITY" and "THEORY OF the IMAGE"**  
Abr. - may. year 2006

Company: **GD CONEY - CIC - TRIPARTITE FOUNDATION**  
**COURSE OF "MS PROJECT" ADVANCED - LEVEL** for project to manager and  
mechanical technical to manager . year 2006

Company: **CREA FORMACION, S.A.**  
**COURSE OF GRAPHICAL DESIGN. MODULE THEORY OF THE IMAGE**  
Feb.- mar. year 2006

Company: **INDEPENDENT COMMUNITY OF MADRID**  
**COURSE OF "PROJECT ENTERPRISING" in the module of "ATTENTION TO the  
CLIENT" - CRM**, and tutor of he himself module, yes like, of the Plan of Company ENE. -  
Feb. year 2006

Company: **ADAMS, COMMUNITY OF MADRID, and CITY COUNCIL OF SAN  
SEBASTIAN DE LOS REYES**  
**(November - December of the 2005)**  
**Professor**  
**COURSE OF "CUSTOMER RELATIONSHIP MANAGEMENT" and "Telemarketing"**,  
with all the placed students and congratulations on the part of the CAM  
Oct. - Nov. dic. year 2005

Company: **SOCIAL SECURITY** (November of 2005) Albasanz, 12  
**Professor in**  
**COURSE OF "WORD, EXCEL AND ACCESS - EXPERT - LEVEL**  
Oct. year 2005

Company: **REPSOL**  
**Professor**  
**COURSE OF "EXCEL AND ACCESS - EXPERT - LEVEL**  
Oct. year 2005

Company: **Cooperativa Ganadera de Trabada (Lugo).**  
**Matter: "CUSTOMER RELATIONSHIP MANAGEMENT"**

Company: **NOCEDA. (Mariña Lucense with 10 sucursals)**  
**Different courses for staff, areas and sucursals**

Company: **ARTYMODA, S.A. (GESMARK, University School of Marketing and  
enterprises communication) (ANIMART, university school of animation,  
cartoons, and graphical animation designer. (ARTYMODA, high school of  
Fashion and Mode.) (High School of Secretary and for Board Secretary)  
where an I make IMEFE, AENA, Patrimonio Nacional, Seguridad Social,  
between others, for different companies of the group. And for the which a make,  
THE EDUCATIONAL SISTEM OPEN OF THE TWO TITLEY, BASIC  
METHOLOGIC OF THE FUTURE STUDIES PLAN OF PRIVATE  
SPAIN UNIVERSITIES AND THE THEIR DOUBLE TILTE**

Adress: Príncipe de Vergara, 45 28001 MADRID  
Períod: 1-1-92 A 1-1-93  
Activity: Jefe de Estudios Profesor of Introduction of the Marketing  
1° Professor of Informatics  
1° Professor of Product Politic

2° Professor of Prices Politics  
2° Professor of Logistics and Distributions System  
2° Professor of Communication Enterprising

General Manager of Gesmark,

Company: **I.E.C.M. (Advertising of Marketing and Advertising) ACADEMIAS COLON**  
Address: Bravo Murillo, 295 y Pseo. de las Delicias, 31  
Períod: 2-10-90 a 7-6-92  
Activity: **General Manager of the Master of Marketing, Communication enterprise and Commercial Manager** (I designer, create, make, development and control of the Master, and I choose the human resources whit a high quality of professor with to low cost: Ex-Manager of L'Oreal for Iberia , Ex-General Management DÁnglas for Iberia, Commercial Director of Philips Informatics, y Creative manager of Sattchi & Sattchi), professor of a subject in it Master of the following subjects: Direction of Marketing. In this Masters it designs he himself, selects to the professors all directors of multinationals of each one of the credits that teach each area.

In inferior courses I distributed the following matters:  
Professor of Fundaments of Marketing,  
Professor of Fundaments of Communication,  
Professor of Product Policy,  
Professor of Prices Policy,  
Professor of Policy of Systems of Distribution,  
Professor of Policy Sales. of 1°, 2° and 3° Courses of the First Cycle of the Bachelor

Company: B.A.I.  
Address: Bravo Murillo, 295 Y Juan Hurtado de Mendoza  
Períod: 2-10-90 a 2-11-91  
Activity: Professor of Marketing Research 1°, 2° y 3°  
Professor of Marketing Manager 3°.  
Although I leader the thesis of many alumn - pupils  
Reference: Carmen Pont. (Gerente)

Company: I.N.E.M. (C.C. Nuestra Sra. de Loreto)  
Address: Batalla de Lepanto. LEGANES  
Períod: 2-2-90 a 2-11-90  
Activity: Professor of Advertising. Where I received a prime at the better Advertising Actions. Congratulations of the INEM, by the campaign of publicity designed by the members- pupils of the course

**8.- OTHERS ACIVITIES ANN HOBBIES.**

- \*Member of the Army Pinfanos Association.
- \* Member of Old Alumn of CEU

If they wished some certificate and references of the made studies, or the companies where I have development my professional work, I do not have any disadvantage, I shall send you immediately.

. Kindly,

**Saúl Ayuso**