

JoinForces

Estrategia, Marketing y
Desarrollo de Negocio

What's Important to You?

“Prime Value Partners”

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1. About Us
2. Services
3. Credentials
4. Our Team

Purpose & Values

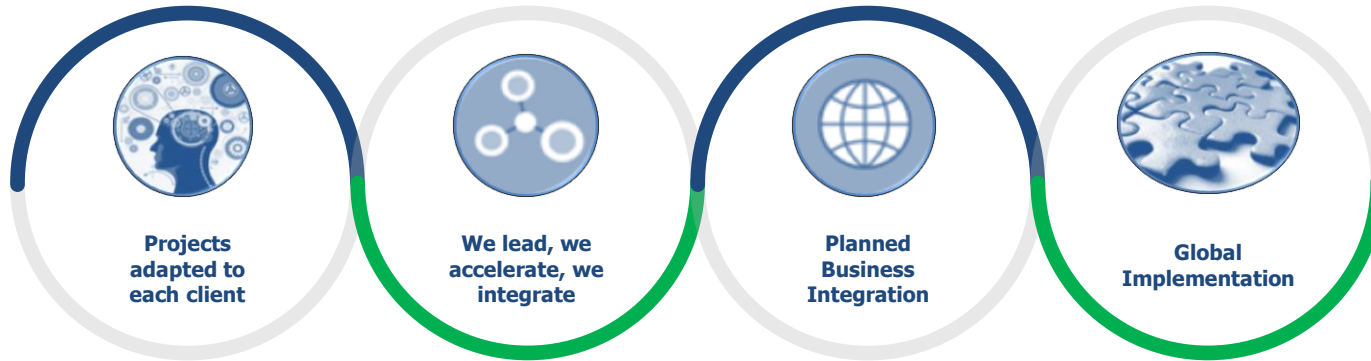


1. About us

Our clients have said about us...



JoinForces is a professional services firm specialized in developing the business of its clients



01

We work in many different **projects** depending on the **specific needs of our clients.**

02

We lead cross-company initiatives in the organization, **we are accelerators and integrators.**

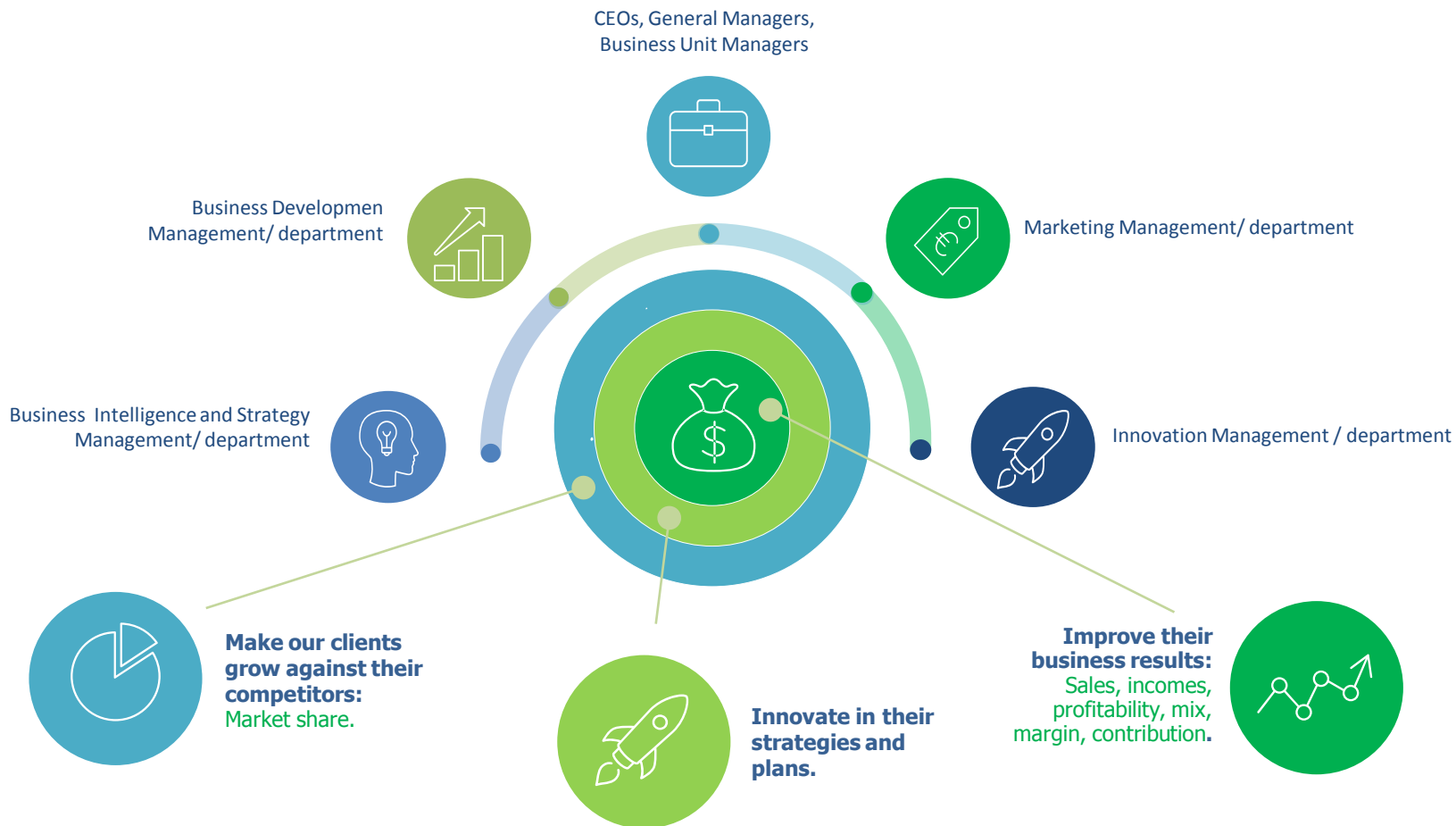
03

We integrate business strategies and operative plans from **a executive, pragmatic and results-orientated perspective.**

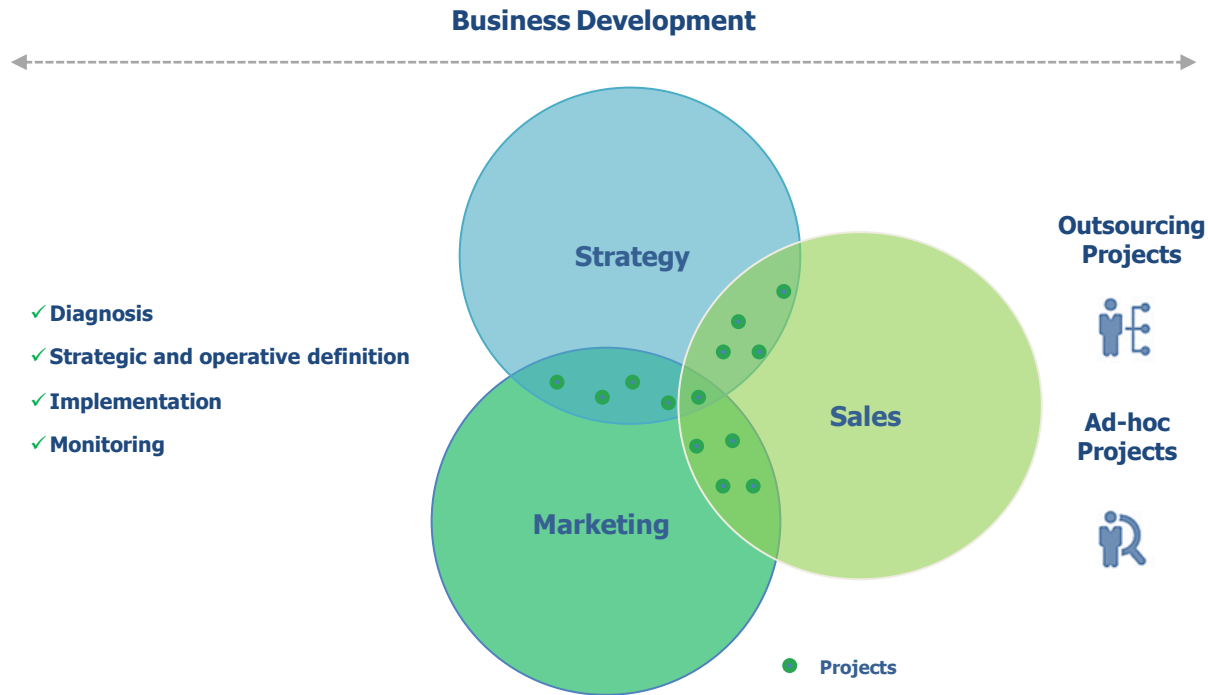
04

We implement all our projects, **we turn plans into reality working side by side with our clients.**

Our Targets and Objectives



Our projects are structured around three areas: **Strategy, Marketing and Sales.**



Business Development Drivers



We develop projects that make an impact in our client's results:



JoinForces has its own analytic and management methodologies



... adapted to the specific needs of each client

3. Credentials

JoinForces team gathers experience leading projects in very different sectors of activity

CONSUMPTION & RETAIL

- Optics
- Home appliances
- Beers
- Spirits Beverage
- Wines
- Olive Oil
- Shaving products
- Household cleaning products
- Milk Products
- Iberian: Sausages and Meats
- Teas and Infusions
- Coffee
- Furniture Manufacturing
- Bakery
- Industrial Confectionery
- Healthcare
- Pharmaceutical Industry
- Toilet Care
- Drain Care

SERVICES

- College and Schools
- Business Centers
- Public Enterprises
- Water Distribution
- Insurance
- Security Services
- Mass Media
- AfterMarket Automotive
- Beauty Centers
- Home Entertainment
- Goods transport
- Financial Services
- Real Estate
- Telecom: telephone and Internet
- TICs
- P2P
- Other Services B2B
- B2C & B2B Editorial
- Management Software
- Audiovisual Technologies

3. Credentials

JoinForces team gathers experience leading projects working for medium and large-sized enterprises from very different sectors of activity (I)



3. Credentials

JoinForces team gathers experience leading projects working for medium and large-sized enterprises from very different sectors of activity (II)



4. Our Team

Jorge Llamosas Rodríguez – CEO & Partner



- **Expert of Strategy, Marketing and Sales.** More than 25 years of managerial experience, leading projects in different sectors, enterprises and multinationals.
- Previously to **JoinForces**, his professional career started in Andersen Consulting, Heineken & SC Johnson Wax, and afterwards he occupied marketing and sales management positions in companies such as Wanadoo, Grupo de Bodegas Vinartis, Grupo Caballero and ADN.
- In the last 11 years he has led and implemented more than 70 strategic projects, involving activities related to marketing, sales, outsourcing & consultancy.
- **MBA at IESE (Barcelona- 1994-96) & Graduate in Economic and Business Sciences by Universidad Autónoma de Madrid (1987-92).**

Marta Buesa Suárez De Puga – Senior Project Leader



- Specialist of **Strategic Marketing and Business Development**, she has developed her professional career as an expert consultant in Business Intelligence as well as in strategic marketing projects. Before JoinForces, she worked in Bassat & Ogilvy, Autocontrol, Telefónica and ADN.
- In the last ten years, she has led very different projects for clients in different sectors of activity.
- **Graduate in Administration and Business Management by Universidad de Navarra (2003-08)**

Nuño Alonso – Counselor



- Extensive and deep experience in the field of marketing and the development of new businesses. He has developed his professional activity in companies such as Mars, Heineken, Osborne, Caballero and Consorcio de Jabugo.
- He currently leads the marketing strategy of brands such as Ponche Caballero, Ron Contrabando, Ginebra Premium Opilhr, Licores Bruja Bella & Lustau wines, La Ina y Viña Herminia.

Mª Cruz Vaquerizo Luna – Business Executive & Consultant



- She initiated her professional career as executive in digital media: Sensacine.com, AMC Networks International-Iberia and Grupo Unedisa, developing functions of creation and management of contents and Social Media.
- Since she joined JoinForces in 2015, she has worked for many projects, involving launching of new products & services and developing new sales channels.
- Master of **Marketing Management** by Universidad Autónoma de Madrid (2014-16). Graduate in **Journalism** by Universidad Rey Juan Carlos (2009-13).

Pilar Villegas – Counselor



- Expert in Reputation and Corporate Brand, with more than 25 years of experience in strategic consulting and communication, she has worked for Coopers & Lybrand, Accenture, Najeti, Kantya (JWT), Reputation Institute, Telefónica, Acceso and Villafañe.
- She is currently Director of Consulting at Great Place to Work.

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Let's Join Forces

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