



**SUSANA QUIÑONES**

**BUSINESS DEVELOPMENT**

**OPERATIONAL & ORGANIZATIONAL EFFICIENCY**

**MANAGERS MENTORING**

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"Ideas without action only fill a power point.. Action is what produces a result."

## Education

**DEUSTO BUSINESS SCHOOL:** 1991- Degree in Business Administration-  
**Buckinghamshire of Higher Education:** International Management Degree 1991- -  
**UNIVERSITY OF TORONTO:** 1992- Management for Directors.  
**DEUSTO BUSINESS SCHOOL:** 2004-Phd- Digital Mktg Program  
**ESADE Business School:** 2021 Board of Directors training.

## Professional Experience

More than 20 years of professional experience in the Retail Industry across a broad variety of sectors ( Food, Sporting goods, Fashion apparel, Bed linen) within the Spanish market and internationally (France, Germany, Italy, Japan, USA).Through this long period of time I had the chance to be the Director of different departments in the Operations Area (Purchasing, Logistics, Marketing, Sales) before being General Manager in both medium and big companies. Chief advisor for a family office, analyzing and participating in M&A projects in different sectors: hotels, industrial, technology.4 years as a consultant in strategic organization, team mentoring and leadership for different types of clients.

## Professional and Academic Affiliations

Associate member of Huete & Co International Consulting, Vice president of the Basque Country Business Association (CONFEBASK) , Advisory member of the Executive Committee in the Business Association of Gipuzkoa (ADEGI), Marketing professor at Deusto Business School (San Sebastian Campus).

## Business collaborations

Consultant for high management for diverse businesses related to processes, strategical plans implementation and mentoring in general within "purpose" and values management culture (El Calero Inversiones, Alegría y Decisión, Campaña comunicación).

## Boards and Management Positions

CEO and founder of Biaktion, "business in aktion", Executive vice president of TEXTURA Interiors, member of the Board of Directors in Elkargi (reciprocal guarantee society).