

Luis Soria

Head of Department of Business Area

ABOUT ME

Birth 4-10-1982

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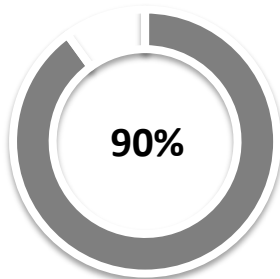
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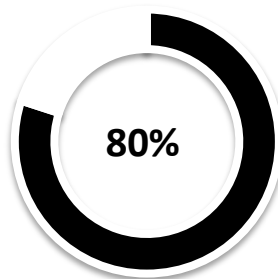


I am a person that always want to be involved in new projects, trying to develop something new for the company. Nowadays the develop of the digital channel and the data analysis are two of the objectives that the company should focus. In BMN we achieved to finish with success the dashboard to manage of the business information. Now we focus in developing the youth segment through the digital channels.

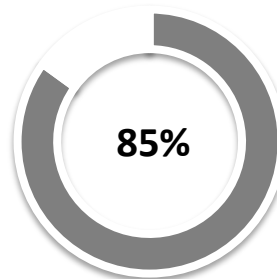
SKILLS



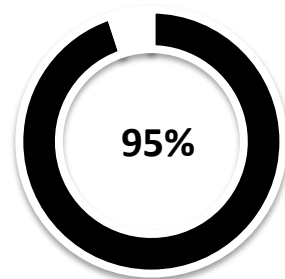
Team Management



Business Intelligence



Digital Thinking



Dashboarding

EXPERIENCE

- **Head of Department of Business Area** at [BMN](#) **April 2016 – Current**

Development and analysis of private customers segments. With the focus on the new digital channels.

- **Head of Department of Business Planning** at **BMN** **September 2011 – April 2016**

Adaptation of the Business Plan to the mains KPI's of the tactic vision. Development of the entity's dashboard to follow the KPI's.

EDUCATION

- **Graduate in Research and Marketing Techniques** **September 2000 – June 2006**
[University of Murcia](#)
- **Master in Economics Banking** **September 2007 – June 2008**
[ENAE Business School](#)

TOOLS & LANGUAGES

Microsoft Excel



Microsoft Access



Visual Basic



SAP Business Objects



MicroStrategy



English Level

