MIGUEL ANGEL GARCIA DURAN

SALES & BUSINESS DEVELOPMENT | ACCOUNT MANAGEMENT

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EDUCATION

IE BUSINESS SCHOOL, Madrid, Spain — 2026
Postgraduate Program In Digital Business Models

EAE BUSINESS SCHOOL, Madrid, Spain — April 2025 - July 2026
Master's in Marketing & Sales Management

UNIVERSIDAD REY JUAN CARLOS, Madrid, Spain — 2020 - 2023
Bachelor's Degree in Law

PROFESSIONAL EXPERIENCE

GRUPO PLANETA, Madrid, Spain — 2025 - Present
International Sales Consultant

- Managed and followed up on a portfolio of 130+ international leads per month.
- Consistently achieved an average of 125% of monthly sales targets.
- Managed the full sales cycle from initial contact and needs assessment to negotiation and enrolment.

NOVOFABRIC, Madrid, Spain — 2023 - 2025
Co-Founder & Business Development Director

- Identified and developed B2B opportunities across international markets, including Turkey.
- Managed the full B2B sales cycle, from prospecting and qualification to negotiation and client acquisition.
- Developed B2B opportunities with average deal values of €25K–€40K.

THE COOKBOOK GASTRO BOUTIQUE HOTEL & SPA, Madrid, Spain — 2023
Customer Experience & Communication

- Delivered personalized customer support and issue resolution.
- Managed customer enquiries while ensuring an excellent customer experience
- Coordinated customer communication in an international luxury hospitality environment, ensuring high service standards.

LEROY MERLIN, Madrid, Spain — 2021 - 2023
Sales Advisor & Brand activation

- Assisted customers to drive sales performance.
- Worked towards commercial targets and KPIs.
- Advised customers on products and solutions based on their needs, supporting sales conversion.

WORX TOOLS, Madrid, Spain — 2018 - 2021
SalesAdvisor & Brand activation

- Built strong customer relationships to enhance product positioning.
- Assisted in the execution of marketing and promotional initiatives.
- Drove sales performance through personalised customer engagement.

SELECTED ACHIEVEMENTS

- Set the highest first-month sales record within the international team at Grupo Planeta.
- Achieved 3× the monthly sales target in August, earning an Outstanding Performance Award at Grupo Planeta.
- Independently initiated and secured a B2B partnership between AR Hotels & Resorts and Grupo Planeta.

LANGUAGES

- Spanish (Native)
- English (Full Professional Proficiency)
- French (Basic)

SKILLS

- B2B Sales
- B2C Sales
- Business Development
- Account Management
- Lead Management & Prospecting
- CRM Management
- Sales Negotiation
- Commercial Strategy
- Performance & KPI Management