

Oriac Gimeno Lozano

Business Performance & Growth | Commercial Excellence | International B2B

Data Translator | Business Development Director

08036 Barcelona, Spain

📞 +34 614 165 416 • ✉ gimenooriac@gmail.com

linkedin.com/in/oriacgimeno, oriac-gimeno.framer.website

Business Performance & Growth executive with 20 years of professional experience, most of them in international B2B commercial management and general management across Europe, the Americas, the Maghreb and the Middle East. Built distributor networks and markets from scratch, grew an EUR 8M export portfolio by 20% in one year, led the strategy that closed a central agreement with Walmart USA, and ran a full P&L for nine years with sustained 20%+ annual revenue growth. A Data Translator who reads the numbers, decides and executes, backed by nearly three years of certified training in Data Analytics and BI (Power BI, SQL, Python). Executive Master in Marketing & Sales, ESADE.

Core Competencies

- **Business Performance & Growth:** P&L ownership, revenue growth, board reporting, team scaling.
- **Commercial Excellence & Go-to-Market:** market entry, distributor and channel networks, Key Account Management, international negotiation.
- **Data-Driven Management:** KPI frameworks, Balanced Scorecard, Power BI, SQL, Python, Revenue Operations.
- **International Markets:** Europe, Nordics, Americas, Maghreb, Middle East; TÜV, CE, RoHS and MDR compliance.

Professional Experience

- **Oriac Gimeno Consulting** **Barcelona, Spain**
Business Development Consultant & Strategic Advisor *Jan 2021 - Present*
 - Advise healthcare, nautical, real estate and entrepreneurial ventures on commercial strategy.
 - Completed nearly three years of certified training in Data Analytics, BI and Data Engineering (UPC, IT Academy, CIFO, Microsoft, Atlassian), in parallel with client work.
 - Building an advisory practice in Revenue Operations and AI governance: accountability frameworks for AI adoption in commercial functions.
- **Institut Dr. Gimeno, Clínica Corachán** **Barcelona, Spain**
Managing Director *Jan 2012 - Jan 2021*
 - Ran the full P&L and operations of a medical center specializing in maxillofacial surgery and dentistry, reporting directly to the Board.
 - Grew the organization from 8 to 30 professionals in nine years with sustained 20%+ annual revenue growth.
 - Negotiated strategic agreements with major medical insurers covering a patient base of 30,000+.
 - Led the full digital transformation (GESDEN ERP/CRM, digital radiology, 100% data traceability) and built Power BI dashboards and KPI frameworks where the ERP fell short.
 - As EC-REP for IBS Implant, a South Korean MedTech manufacturer, secured AEMPS authorization as first official importer in Spain under MDR, enabling its entry into the European market.
- **CNA Group (CATA, Nodor, Apelson)** **Torelló, Spain**
Export Area Manager & KAM, Americas and UK *Jan 2011 - Dec 2011*
 - Managed an EUR 8M international portfolio (9% of group revenue) and grew sales 20% in one year, directing 15+ agents, distributors and OEM accounts through KPI tracking.
 - Turned around Mexico after the subsidiary closed: set up an SPV, built a new distributor framework and recovered EUR 400K of EUR 500K in stranded stock.
 - Led market entry from zero revenue in the USA, Canada and Peru, including the local technical service in Peru; expanded a contract channel in Chile and redesigned logistics in Argentina under import restrictions.

- **Grupo Rayen** **Gavà, Spain**
Export Area Manager & KAM, Americas, Maghreb and Middle East *Feb 2009 - Dec 2010*
 - Grew sales 15% a year on a portfolio representing 20% of group turnover.
 - Led the two-year bottom-up strategy, from Walmart Puerto Rico to the Arkansas HQ, that closed a central agreement with Walmart USA for the Mery brand across the Americas.
 - Managed 25+ direct key accounts, including BestBuy Mexico, The Home Depot México, LuLu Hypermarkets and EMKE Group; opened a Caribbean route via Puerto Rico, the Dominican Republic and Curaçao.
 - Supervised 20+ commercial agents and distributors across 10+ markets through KPI-based performance tracking.
- **FNP Group (Fenoplástica / Novovent)** **Cardedeu, Spain**
Export Manager and International Marketing Director *Dec 2007 - Feb 2009*
 - Led international business development across 25 countries in Europe, Latin America, the Maghreb and Africa.
 - Won Biltema as strategic key account in all four Nordic countries, displacing lower-cost competitors through TÜV, CE and RoHS compliance.
 - Led market entry in France, consolidated Portugal and opened the group's first presence in Cameroon and Lusophone Africa; built direct presence in the UAE and Kuwait.
- **Audigest, Auditoría y Gestión, Consultores S.A.** **Barcelona, Spain**
Junior Auditor *Jan 2006 - Dec 2006*
 - Performed statutory audits under Spanish GAAP and IFRS in construction, food retail, pharmaceutical labs and luxury distribution.

Education

- **ESADE Business School** **Barcelona, Spain**
Executive Master in Marketing & Sales (EMMS) *2012-2013*
- **Santa Clara University, Leavey School of Business** **ESADE Executive Master module**
Executive Business Course: Digital Marketing, Retail & E-commerce *2013*
- **IQS Ramon Llull** **Barcelona, Spain**
Bachelor in Business Administration (BBA), economic-financial specialization *2007*

Key Certifications

- **Junior Data Analyst**, UPC, Oct 2025 - Feb 2026; **Data Analytics Bootcamp** (510 h), IT Academy, Feb 2025 - Oct 2025; **Big Data Specialist**, CIFO, Oct 2024 - Dec 2024.
- **Microsoft**: Azure AI Essentials, Business Analysis, Generative AI (2026). **Atlassian**: Agile Project Management (2026). Responsible AI Foundations (All Tech Is Human); Negotiation (American Negotiation Institute); Building KPIs for Data-Driven Strategy (PMI); Data-Driven Prospecting for Business Development (PMI).

Languages

- Spanish (native), Catalan (native), English (C1, full professional proficiency), French (C1, full professional proficiency), Portuguese (basic professional).

References

- Available upon request.