

Jose Martin

Chief marketing officer

Liverpool, UK

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Languages

English (Fluent)

About

BRANDS WORKED WITH

Matha Fresh Fish Pvt Ltd

Experience

● Executive director and Chief Marketing Officer

Matha Fresh Fish Pvt Ltd | Oct 2018 - Sep 2022

- Led the ideation and development of an e-commerce platform, culminating in a highly successful mobile application. Demonstrated a deep understanding of organizational design and transformation in line with market demands. Resulting in a remarkable 366.67% increase in daily sales volumes.
- Spearheaded the implementation of a comprehensive cloud-based software system, effectively managing the enterprise-wide portfolio and optimizing operational efficiency across multiple retail outlets.
- Established lasting partnerships with global hospitality giants like Accor S.A., Hyatt Hotels & Resorts, Marriott International, Four Seasons Hotels & Resorts, Wyndham Hotels & Resorts, IHG Hotels and Resorts, and Lulu Group International.
- Collaborated closely with senior leads, external partners, and cross-functional teams to ensure alignment with strategic objectives to minimize losses while capitalizing on emerging opportunities
- Pioneered the introduction of cryptocurrency as a payment method in Indian Seafood Market and incorporated Pay Later payments further increasing the sale volume by 5.66%, demonstrating financial innovation and acumen.
- Championed significant operational changes, ranging from tech implementations to business model transitions, ensuring cost-effectiveness and a successful navigation through unprecedented market challenges.
- Translating complex data and concepts into actionable strategies. Utilized quantitative models, technical analysis, and fundamental research to identify investment opportunities and optimize asset allocation.

Education & Training

2022 - 2023 ● University of Liverpool

Master of Management,

2020 - 2021 ● Rajagiri College of Engineering and

Bachelor of Engineering in Electronics and Communication Engineering,