



Carolina Vicente Tordesillas

Business development Manager

Cheltenham, UK

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Languages

Spanish

English

About

BRANDS WORKED WITH

Blackwell'S Book Services

Oxford University Press

Taylor & Francis Group (Informa)

Experience



● Sales Account Development Manager

Oxford University Press | Jul 2014 - Now

www.oup.com

- To develop new business for sponsored supplements by pharmaceutical companies and other commercial medical organisations for OUP journals.
- To generate new content for supplements.
- To negotiate terms and conditions of sponsorship.
- To organise business trips to attend medical congresses in order to drive sales and represent the brand.
- To project manage the publication of the supplements.



● Business Development Manager

Oxford University Press | Oct 2011 - Jun 2014

www.oup.com

- To develop the licensing business of the digital content of Oxford University Press to third parties such as mobile developers, software providers and gaming companies.
- To maintain and develop relationships with existing partners.
- To actively seek for new partners to generate business opportunities and leads.
- To report on sales growth in designated territories in Europe, the Middle East and Latin America.
- To organise and undertake business trips to attend conferences and book fairs in order to drive sales and represent the brand: Frankfurt book fair, London book fair, Bologna book fair, BETT and the World Mobile Congress.
- To organise and undertake business trips to visit key clients within the designated territories.
- To plan the business strategy and market research in targeted territories.
- Credit control on current customers.
- Managing and coaching the Business Development Assistant and supervision of the Business Development Executive (on maternity cover for the Head of the Department).

● Rights Executive

Taylor & Francis Group (Informa) | Apr 2006 - Sep 2011

www.taylorandfrancisgroup.com

- To actively grow translation rights sales in designated territories in Europe, Middle East & Latin America.
- To negotiate the terms and conditions of the contracts for translation rights of Taylor & Francis titles.
- To build strong relationships with new acquiring publishers.
- To maintain established relationships with acquiring publishers.
- To select and promote Taylor & Francis titles to acquiring publishers.
- To organise and undertake business trips to attend book fairs in order to meet acquiring publishers: Frankfurt, London and Beijing book fair.
- To organise business trips to visit acquiring publishers.
- Supervision and training of interns and students from Brookes University.

● International Sales Support Coordinator

Taylor & Francis Group (Informa) | Sep 2004 - Mar 2006

www.taylorandfrancisgroup.com

- To provide administrative support to the European Sales team and the International Sales department.
- To coordinate the marketing and promotional activities for the key customers in all Europe.
- To deal with enquiries and solve problems of customers.
- To assist in the organisation of the logistics for book fairs: Frankfurt and London.
- To assist in the organisation of the logistics of two annual sales conferences for the sales department
- To attend book fairs where I was responsible for the PR of the company and filtering of customers.
- To attend at sales conferences in order to be knowledgeable on all major front list new titles.
- Interpretation of sales figures and elaboration of sales reports for the European sales team.
- Liaison with the different departments of Taylor & Francis: editorial, marketing, customer services and accounts on behalf of the European sales team.
- To visit customers together with the area sales representative.

● **Account co-ordinator**

Blackwell'S Book Services | Jul 2000 - Aug 2004

COMPANY: Blackwell's Book Services www.blackwell.com

- To manage university libraries accounts in Spain and Portugal together with the sales representative of the area, in order to maintain and grow sales.
- To build and maintain firm relationships with key customers.
- To visit customers and attend key conferences together with the area sales representative.
- To provide the resolution and proactively prevent problems with the accounts.
- To supervise the accuracy of the processing of orders and claims by the departments responsible.
- To control the accuracy in the invoicing process.
- To use my initiative to promote new services and company products.
- To liaise between my customers and the different departments of the company.