

DAVID ROCA ITUREN

INTERNATIONAL BUSINESS DEVELOPMENT

San José, Costa Rica
david@rocaituren.com
<http://www.rocaituren.com>
<http://www.ayesa.es>

Summary

My professional experience has been focused on foreign markets and international trade, specifically in China where I lived and worked for two years. My goals for the future are to continue with my international focus, increase my professional network and help my current company with strategies for entry into foreign markets.

Specialties

Foreign Trade, China Business, International Sales, Market Entry Strategies, Investment Promotion, Web 2.0, Social Media, New Technologies, International Bids.

Skills

- Windows OS
- SAP R/3
- Bid Process Management
- Mac OS X
- Office Automation
- Multilateral Development Banks
- Web 2.0
- Social Media

Experience

Ayesa 05 / 2011 - Present
Business Development (Costa Rica)

Ayesa 02 / 2011 - 05 / 2011
Business Development (México)

Ayesa 05 / 2009 - 02 / 2011
Market Analyst: International Business Development (Spain)

Leading company and international reference in the fields of Engineering and Architecture, also provides Consulting Services in the areas of Infrastructure Development, Urban Planning and Environment.

Main tasks in Madrid (Spain) office:

Commercial business promoting all international regions, including countries in which the company already has a presence in, but also actively expanding business and opening new markets around the world. Bids preparation and submission. Tender procedures and evaluation.

Juan Poveda Asia 06 / 2007 - 06 / 2008
Purchasing Manager (China)

A growing family-owned textile company headquartered in Spain with an established full-capacity subsidiary in China, which produces and designs high quality raw materials for many of today's world-leading shoe-makers.

Main tasks in Guangzhou (China) office/factory:

Purchase Plan daily valuation and administration, supply chain management, cost-supply analysis, supplier database administration, warehouse inventory supervision, stock control, logistics management.

IVEX
Market Analyst (China)

05 / 2006 - 05 / 2007

The Valencian Worldwide Foreign Trade Agency (IVEX) is the Valencian Regional Government body in charge of encouraging the Region's businesses and trade abroad. The IVEX was set up by the Valencian Regional Ministry of Industry, Trade and Innovation and Valencia's Chambers of Commerce to help stimulate innovation and provide support for firms wishing to trade abroad. In conjunction with other export-based institutions, the IVEX aims to be a benchmark for the promotion of foreign trade in the Region.

I worked at the Guangzhou office (China), where the main responsibilities were:

Creation and compilation of regular reports, market research, enterprise internationalization, coordination of commercial delegations and agendas.

Market publications: - Contract Channel Sector in Guangdong 2006 - Automotive Components Sector in Guangdong 2007

Grupotec
Junior Consultant (Spain)

06 / 2005 - 05 / 2006

Management Consulting firm focused on SAP implementation, hardware and communications.

Main tasks in Valencia (Spain) office:

Various projects within the FI/CO module (Financial Accounting and Controlling) implementing SAP Business Management software for two construction companies: SECOPSA and EDIVAL.

Education

China Europe International Business School (CEIBS)

2009 - 2009

China Expatriate Programme , Chinese business environment

Universidad Politécnica de Valencia

2007 - 2007

Sales Skills: International Sales , Sales

Universidad Politécnica de Valencia

2006 - 2006

Business Internationalization Course , Internationalization

Heriot-Watt University

2005 - 2005

International Business and Languages , Management

Universitat de València

2000 - 2005

Administration and Business Management Degree , Management

Interests

New technology, Photography, Apple, China, Diving (Advance PADI Certificate), Winter sports, Intensive travelling, Running, Cooking.

Languages

- English
- Spanish
- Catalan
- Chinese

Publications

Contract Channel Sector in Mainland China 12 / 2006

Valencian Worldwide Foreign Trade Agency (IVEX) · Authors: David Roca Ituren ·

http://www.rocaituren.com/Docs/China_Guangzhou_Contract%20.pdf

Market study based on Contract channel in Mainland China, specifically in Guangdong province (Spanish)

Automotive Components Sector in Guangdong (China)

05 / 2007

Valencian Worldwide Foreign Trade Agency (IVEX) · Authors: David Roca Ituren ·

http://www.rocaituren.com/Docs/China_Guangdong_Componentes_Automocion.pdf

Market study based on the automotive components sector in Guangdong province (Spanish)