

María José González Egea

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Global Marketing & Communication Executive

Driving Strategic Transformation, International Growth & High-Impact Marketing Operating Models

Global Impact Summary

Senior Global Marketing & Communications executive with 20+ years building growth and positioning engines through brand strategy, go-to-market, omnichannel acquisition and operational transformation. Multi-sector background across technology/telco, automotive/industrial/mobility, consulting and agency. Led Iberia strategy and global programs, scaling local execution through playbooks, tools, activation calendars and KPI governance. Deep expertise in complex partner ecosystems (retail, operators, dealers, workshops and distributors) and in making CRM, automation and performance reporting work as a measurable system aligned with Sales and Operations, complemented by strong external and internal communications leadership.

Markets & scope

Europe (Iberia core) plus LATAM and North Africa; multi-country programs across 10+ and 15+ markets depending on scope.

Proof Points

36% open rate and 8.2% CTR; 12.5% dormant-base reactivation • +1.3 pp market share growth (2020) with #1 premium image ranking and #2 share of voice • Up to €8M budgets; 2,500+ retail locations; 90% distribution presence.

Core Competencies

Marketing Strategy • Brand & Positioning • Go-to-Market (GTM) • Demand Generation • CRM & Marketing Automation • Channel/Partner Ecosystems • Digital Performance & Analytics • Marketing Operating Model & Governance.

Professional Experience

Global Marketing & Communication Director (Global Role)

ATREVIA — Europe & LATAM | HQ: Madrid | 2023–2024

Context: Global role during a 3-year growth plan with inorganic expansion, requiring brand coherence, integration communications and scalable execution across markets.

- Designed and implemented ATREVIA's global marketing operating model, introducing governance, processes, playbooks and KPI frameworks to improve visibility, prioritization and execution quality across markets.
- Repositioned the function as a growth engine at leadership level, aligning priorities, resources and execution to accelerate impact across markets.
- Deployed an always-on omnichannel demand and lifecycle approach connected to CRM and a structured Lead-to-Cash handover with Sales, delivering 36% open rate, 8.2% CTR and 12.5% reactivation of dormant contacts. Evolved CRM, automation and reporting capabilities (HubSpot/Dynamics, Power BI) to strengthen traceability, attribution and performance decision-making.
- Led external and internal communications for growth and inorganic expansion, shaping integration narratives, executive messaging and culture/engagement programs to support change and post-acquisition alignment.

Global Marketing & Communication Director (Global Role)

BABEL — Europe, North Africa & LATAM | HQ: Madrid | 2021–2022

Context: Global role during growth and internationalization, focused on multi-country positioning, rebranding and external visibility.

- Directed global marketing and communications across 10+ countries, integrating brand positioning, demand generation and corporate narrative to support commercial priorities.
- Led external communications and PR strategy, strengthening reputation, media presence and executive visibility to reinforce positioning in priority markets.
- Led the corporate rebranding as a strategic brand evolution aligned to the company's growth and transformation, redefining positioning, narrative and visual identity and ensuring consistent adoption across countries and key stakeholders.

Marketing & Communication Director (Spain, within European Framework)

VOLVO GROUP, TRUCKS AND BUSES— Madrid | 2018–2020

- Led Spain's marketing and communications strategy aligned with Volvo Europe, integrating brand, PR, digital, events and dealer network activation to drive growth and reputation.
- Oversaw €1M–€2M annual marketing investment across brand campaigns, dealer programs, customer engagement and B2B content, optimizing mix and execution effectiveness.
- Directed major product launches and award-winning go-to-market campaigns, coordinating Sales, Aftersales, Product and the dealer network to ensure speed, message consistency and field activation.
- Delivered measurable brand and business impact: #1 premium image ranking, #2 share of voice and +1.3 pp market share growth in 2020 in Spain's heavy-duty segment following integrated launch and network activation.
- Led field enablement through toolkits, campaign calendars, POS/merchandising assets, training and follow-up routines, improving consistency and conversion in territory.

Marketing & Communication Director

INTEX TECHNOLOGIES — Madrid | 2016

- Led the Spain market entry, designing and launching the full brand, marketing and communications strategy to position Intex in the consumer electronics category.
- Defined identity, positioning and the launch campaign, ensuring message clarity and competitive differentiation in a fast-moving market.

Trade Marketing Manager (Iberia)

GOODYEAR DUNLOP—Madrid|2014–2015

- Led Iberia trade marketing strategy and activation across a complex channel ecosystem (distributors and workshop networks) to drive sell-out performance and in-store execution.
- Managed €2M–€4M annual trade marketing investment and external partners, optimizing the mix across programs, incentives and point-of-sale activation.
- Designed and deployed channel enablement programs (standards, toolkits, POS merchandising, promotional mechanics and partner materials) to improve consistency and performance across the network.
- Partnered with Sales and Operations to align field execution, partner rollout and program tracking, improving visibility on effectiveness and prioritization.

Trade & Customer Marketing Manager – Iberia (Multiple Roles Over 9 Years)

NOKIA — Madrid | 2004–2012

- Directed Iberia trade and customer marketing across Spain and Portugal, leading multi-channel activation in an operator-driven market (telcos + retail) and protecting category leadership in a highly competitive environment.
- Managed up to €8M annual marketing budgets covering BTL, events, retail activation and major operator co-marketing initiatives, ensuring investment discipline and execution quality at scale.
- Secured 90% distribution presence and executed seasonal campaigns achieving up to 50% market share, consolidating brand dominance through channel-first programs and field execution excellence.
- Led large-scale retail deployments: activations and POS materials across 2,500+ retail locations and coordination of 50 owned stores, ensuring brand consistency and strong in-store performance.
- Orchestrated flagship product launches (e.g., Lumia/Windows Phone) with a 360° go-to-market plan, aligning global teams, Sales, telco operators, retail chains and agencies to generate market momentum and channel adoption.
- Implemented measurable co-op and channel programs (training, merchandising, demo strategy, promoters), achieving 95%+ POS compliance across 1,500+ locations and promoter productivity 4x above benchmarks.

Early Career

Roles in Contrapunto BBDO, Nickelodeon–Paramount Comedy, Orange & Grey.

Advisory & Industry Leadership

- Women in Tech Spain — Strategic Marketing Advisor (Pro bono) Member — EJE&CON

Education & Languages

- **Bachelor's Degree in Business Administration – Marketing & Commercial Management.** ESIC Business & Marketing School, Madrid
- **Master's Degree in Advertising & Media.** ESIC Business & Marketing School, Madrid
- **Spanish (Native) · English (Executive Professional Fluency)**