

# Global Marketing & Communications Executive

## MARÍA JOSÉ GONZÁLEZ EGEA

Madrid, Spain | Europe travel-ready | Europe, LATAM, North Africa  
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### EXECUTIVE POSITIONING

Global Marketing & Communications leader with 25+ years building and transforming MarCom across iconic consumer brands and complex B2B ecosystems. I elevate marketing from activity to business impact by combining brand leadership, GTM execution, channel performance, and operating models that scale across markets, partners, and cultures.

### SIGNATURE VALUE

I bring clarity where there is noise. I professionalize teams, governance, and execution standards so Marketing and Communications become a predictable growth and reputation engine in multi-market complexity.

### CAREER ARC

#### Consumer tech and telco scale

Built retail, trade and co-marketing engines across Iberia with major operator and retail ecosystems (budgets up to €8M).

#### Industrial channel transformation

Strengthened trade marketing and partner activation across Iberia, combining value messaging, segmentation, and field enablement (multi-million budgets €2M–€4M).

#### Premium mobility B2B leadership

Led MarCom for Spain aligned to European strategy, orchestrating launches, dealer network activation, PR, digital, events, CX and sustainability narrative (annual budgets €1M–€2M).

#### Global MarCom transformation in consulting

Built global marketing operating models, brand narrative, internal communication systems and multi-country governance during high-growth and acquisitions (10+ and 15+ countries).

### SCOPE & LEADERSHIP

Regions: Europe | LATAM | North Africa

Leadership: multicultural teams **10 to 25 FTE** | executive stakeholder management

Budget ownership: €1M+ (global) | €1M–€2M (premium B2B) | €2M–€4M (industrial channel) | up to **€8M** (telco retail ecosystem)

### WHAT I CAN OWN (GLOBAL MARCOM DIRECTOR LEVEL)

Brand and corporate narrative governance (external and internal)

Global GTM and launch orchestration (multi-stakeholder, multi-channel)

Channel and partner ecosystems: operator, retail, dealer and distributor models

Digital performance, lifecycle and marketing operations (CRM, automation, dashboards)

Transformation communications: rebrand, integration, M&A narrative and adoption

## **SELECTED PROOF POINTS (ACROSS ERAS)**

### **Modern growth system (Professional services, global)**

Email open rate 36% (from 20% prior-year average); 12.5% database reactivation; 170,000 records normalized enabling end-to-end Lead-to-Cash traceability.

### **Premium B2B market impact (Mobility, Spain aligned to Europe)**

+1.3 pp market share growth (2020); #1 premium image ranking; #2 share of voice in specialized industry media.

### **Retail and channel execution at scale (Consumer tech, Iberia)**

+95% brand compliance across 1,500+ retail locations; promoter productivity 4x benchmark; digital engagement 2–3x industry average.

## **MARQUEE BRANDS & ENVIRONMENTS**

### **Orange | Nokia | Goodyear | Volvo Group | Babel | Atrevia**

Technology and telco | Industrial and mobility | Consulting and professional services | Agency environments

## **TARGET ROLES**

Global Marketing & Communications Director | Global MarCom Director | Head of Marketing & Communications (global / multi-market)

## **AVAILABILITY**

Primary focus: permanent senior leadership roles. Selective interim mandates considered when outcomes and timeframe are clearly defined.