

ABOUT ME ...

I am a Mentor, passionate about communication, and commercialization. Aware of new market trends, and the quick way global markets change. I studied and researched communication issues in any form, focusing my creativity in how we could use those communication skills to be successful commercialising our unique and special talents in global markets.

I am familiar with many different cultural environments and languages, and I have long experience in international markets as well as in mentorship.

EXPERIENCE

Mentor-Coach | mmarellano.com | 2012...

Professional and Business development.
Communication and commercialization mentorship:
Individual Accompaniment –Organization
Transformation through values 4 profit - Entrepreneurship
& Internationalization. Trainer in marketing, leadership
and communicational skills.

Founder: IRARE S.L. | Pamplona 2009-13

Stakeholder: Mendari S.A.de CV. | México DF 2009-12

Both commercialization strategies coordinator in different countries. Responsible of Strategy development.
Coordinator of the Global Commercial partner network.

Founder/ CEO: PUNTO GLOBAL S.L. | Pna 2006-09

Outsourced internationalization department for SMEs.

Before 1999 amongst others: Freelance translator and professional, International Dpt responsible at Gráficas Estella (today Estella Print), Fashion Broker at Marie Claire16, Editorial Secretary at Alfaguara and Special Sales Secretary at Mercedes Benz S.A.

CURRENT & LATEST PROJECTS

2019 – ... Marketing and Communication Director at [Museo Universidad de Navarra](#)

2019-... Sharing economy initiative promoter “Mentor Strategic Alliance” at the EU funded project [SHAREEN](#).

2017- ... [AMCES](#) and [EMCC](#) President in Navarra.

2012-... Communicational Mentorship for Professionals, CEOs and SMEs development.

2006-... SEPE Certified Trainer for official Professional training inscribed on GN-SNE list with nr. 1365

2016-2019 – Communication and International Market responsible at [AZ METROLOGY](#).

2018: Mentor process Phase II for [KUNAK](#) at SME instrument under Horizon 2020, focused on international development strategy.

GOAL

As I would like to see every professional and company shining and creating wealth in their markets, being of service to others to continue learning about how could they (could we, in the end), be of service to our community, market and to the world in a sustainable wealth creating way.

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[LinkedIn](#)

[Twitter](#)

www.mmarellano.com

COLLABORATIONS

International Partnership: [Optimise4](#).

- AMCES: <http://www.amces.org>

- AEDIPE: <https://aedipenavarra.es/>

-Expertas

- [Transform-Action](#),

- [CTT GLOBAL NETWORK](#)

- Gather the Women.

- Asociación Familias Mexicanas.

Querétaro

- [AmigoSolidarios](#)

EU FUNDED PROJECTS

(As Expert)

Internationalisation y communication:

2019: Mentor-coach for [SME Instrument](#)

- [Horizont 2020](#)

2012 Atlant-Kis

Innovation: [INNOWIDE](#) (2019), [BIOCLUS](#)

(2012) [Innocooperación](#) (2013-2015),

Business Model: TIME, Share-Biotech

Entrepreneurship: Liderazgo Femenino

(Feminine Leadership mentoring) with

AJE // “Leadership, the missing link”

(2018)// [ENDURE](#) (2017)// TIME with AJE

(2014,15, 17)

CAREER

Degree in Information Sciences. Journalism | 1987 | U. Complutense

Communication and Persuasion Post graduate Studies

Business focused (amongst others):

2013, 2015 Corporate Transformation Tools Barrett Values Centre// 2015 Design Thinking, Agile methodologies // 2013 Digital Marketing Expert MCMI // 2002 – International Commercial Management // 2000 High Course on International Commercialization Strategies // 2000 Team building and management

Professional and Individual Development

2015 Active Training Techniques

2012 Master on Transpersonal Psychology – 2011 Team Leading Skills – 2010 NLP Practitioner – 2012- Master in MBPM Mindfulness - 2009 Emotional intelligence – Bioenergetics – 1988 Civil and institutional relationship protocol

-1976 Master in Silva Mind Control®.

RESULTS

(List of client SMEs, entrepreneurs and projects available upon request)

Communicational Mentorship:

+1000 professionals trained on communication, negotiation and commercialization skills.

+200 Professionals develop their aligned with their own values, personal brand and leading abilities

Internationalization Mentorship:

+400 PYMEs access international markets with my help, or our global network help, establishing regular selling flows.

Entrepreneurship and business model Mentorship:

+200 mentored projects. Amidst them, at least 40 % live beyond 5 functioning years, near 30 % abandon a non-successful initiative without wrecking in the effort.

Feminine Entrepreneurship: Specific programs for feminine entrepreneurship development: “Única, especial y Rentable” & EVA, + 300 feminine entrepreneurs.

CONFERENCES

2019 y 2018 Imperfect Leader Meetings (I and II) Feminine Mentorship and New Business.

2017 Emprender en Femenino (Feminine Entrepreneurship). Congreso DHO (Human and Organizational Development). Valladolid

2017 “Differences between Mentor, Coach & Consultant” Mesa redonda I National Mentorship Congress AMCES. Madrid.

2013 Ave Fénix. Mirar al miedo Diferente” I Congreso Familias Monoparentales. Querétaro. México.

2012 Longevidad Negocios Emprendedores. (Long lasting entrepreneurship) Euskadi Empeñde. Bilbao.

LANGUAGES

English Proficiency 2014

French: C1

German: C1

Italian: A2.

High competences in cultural management as well as in transcultural communication

1986-... **Text and book translation**

literature, essays, engineering, and ECHR texts for publishing, business, public and private institutions.

Consecutive translation services, and services as cultural link.

BOOKS AND PUBLICATIONS

2018 « *Cocina Cotidiana* » cocina “de Madre” to eat at home and in Uganda.

2018 “*El camino del Mentor*” in collaboration with AMCES & International Promotion Services at Gob. de Navarra, 2017 “*Communication and Commercialization in 4.0 Markets*”. Article for ENDURE.

2017 “*Feminine Entrepreneurship*”. Article for ENDURE.

2015 Books translated into Spanish : « The metrics of human consciousness », “*La Organización Impulsada Por Valores: Liberando el potencial humano para maximizar rendimiento y beneficios*”. Edition of “Get Connected” collaborative project from CTT® Consultants.

2013 *A World Book of Values*. Uitgeverij van Halewyck.

2012 *Instantáneas de un instante*

2011 *Mi traje de Sol*. Cuento.

2010 *101 Cagadas en internacionalización* de PYMES. Trama Editorial.

2010 “*Las personas del Verbo*”



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