

Curriculum Vitae

Personal details

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Key strengths

Soft skills	<ul style="list-style-type: none">• Creative problem solving• Cross-cultural awareness• Interpersonal skills	<ul style="list-style-type: none">• Adaptability to change• Communication skills• Time management	<ul style="list-style-type: none">• Teamworking• Lateral thinking• Influencing
Hard skills	<ul style="list-style-type: none">• Sales & marketing management• Channel / customer management• Product development & testing	<ul style="list-style-type: none">• Business development• Project management• Leading remote teams	<ul style="list-style-type: none">• Strategic planning• Event management• Analytics / research
Technical specialties	<ul style="list-style-type: none">• Power quality & energy efficiency• HVDC, FACTS & energy storage• Industrial Internet of Things	<ul style="list-style-type: none">• Renewable energies• Technical writing• Data analysis	<ul style="list-style-type: none">• Cleantech• Smart Grid• Smart Cities

Work experience

07/2017-Present **Merus Power Asia-Pacific Pte. Ltd. - Singapore.**
Global leader in power electronics and energy storage solutions for the Smart Grid.
Director – Asia-Pacific

- Managed and developed business-to-business, enterprise, channel & direct sales of high-end Smart Grid-ready cleantech solutions and services in Asia-Pacific.

07/2000-Present **Manquinavalsa S.C. - Santander, Spain.**
Leading supplier of industrial and marine components and services.
Marketing and Business Development Consultant

- Designed and developed company's marketing and advertising material.
- Identified new channels, customers and business opportunities.
- Designed, implemented and maintained company's bilingual website.

06/2012-06/2017 **GE Grid Solutions - Singapore.**
World's major solutions provider and thought leader in generation, T&D.
Held 4 roles at Power Quality product line interacting with 5 factories (USAx2, Brazil, Finland and Mexico) and GE's central and regional commercial and marketing teams.
Regional Sales Leader (06/2012–06/2017)

- Managed and developed business-to-business, enterprise, channel & direct sales of Power Quality and Energy Efficiency solutions and services in Asia-Pacific.
- Planned and implemented business strategy including market entry for new countries, achieving 22% CAGR in sales, from €4.56m (2012) to €8.34m (2016).
- Dealt with stakeholders at all levels in target segments: Generation, transmission, distribution, oil & gas, industry & infrastructure and buildings & cities.
- Identified, qualified, trained & managed sales channels enabling business growth.

Global Communications Manager (04/2013–06/2017)

- Organised and conducted technical and commercial seminars in over 20 countries.
- Authored and presented technical papers in key power and energy conferences.
- Led product promotion including products launches, road-shows and trade fairs.
- Created marketing collateral including web content, online database & brochures.

Global Marketing Manager (04/2013–01/2017)

- Led product line's yearly market assessment exercise including market evolution, market share, price study, segmentation and technical & commercial gap analysis.
- Led strategic dialogue with regions on customer requirements, market situation, product development and cost reduction, opening the annual 3-year plan process.
- Managed product line's competitive intelligence for strategic decision-making including key drivers, markets, competition, trends, products and customers.
- Participated in product development and customization initiatives with R&D units.

Global Commercial Manager (04/2013–10/2015)

- Led product line's yearly commercial & industrial forecast planning with regions.
- Set up quarterly order intake and gross margin objectives for factories by country.
- Decided optimal delivery model to reach an annual order intake target of €82m.
- Set up and followed up strategic action plan with regions to achieve objectives.

- 06/2010-10/2015 **TTS-Ciptec - Tampere, Finland.**
European leader in optical sensors and optimization of Clean-In-Place systems.
Regional Marketing Manager
 - Developed market approach strategy for Spain and Portugal.
 - Identified potential customers and channels, and negotiated project investments.
 - Developed marketing and advertising material for the target markets.
- 10/2010-05/2012 **ALSTOM Grid - Paris, France.**
World leader in power generation & transmission and Smart Grid development.
Area Sales Manager
 - Managed and developed sales and marketing of Power Quality solutions & services in North West & Southern Europe & Africa, focusing in France, UK & The Maghreb.
 - Achieved 11% CAGR in sales, from €4.54m (2010) to €5.59m (2012).
 - Awarded with breakthrough projects for the company with main electric utilities and leading industrial groups in France, UK and Nigeria, totalling €5m.
 - Managed full cycle of projects up to €1.5m including identification, spec-in, tendering, negotiation, contract management, monitoring and after-sales.
 - Developed regional market intelligence & approach and sales channels strategy.
 - Produced company's new sales process workflow leading to new sales strategy.
- 06/2007-09/2010 **AREVA T&D - Tampere, Finland.**
Global leader in the generation, transmission and distribution of energy.
Sales Manager
 - Managed and developed sales, marketing and communications of Power Quality solutions and services in North West & Southern Europe, Africa, Americas & India.
 - Achieved 28.7% CAGR in sales, from €2.84m (2007) to €6.06m (2010).
 - Managed own sales force and distributors' network covering over 50 countries.
 - Developed and managed global key accounts worth over €2m in annual revenue.
 - Coordinated project on manufacturing technology transfer to other factories of the group totalling €5m and involving over 30 people in 4 different countries.
 - Completed market assessment to improve global business including analyses on market size and share, sales channels, competition and customer segmentation.
- 08/2002-05/2007 **Nokian Capacitors Ltd. - Tampere, Finland.**
World leader in the manufacturing and sales of electrical energy efficiency solutions.
Product Manager (01/2004-05/2007)
 - Managed and developed Power Quality and Energy Efficiency portfolio accounting for 10% of company's turnover, with projects and customers in over 50 countries.
 - Increased portfolio sales from €210k (2003) to €2.71m (2007), CAGR of 90%.
 - Led over 100 international projects, reporting to customers and management.
 - Managed supply chain and supervised production in several European locations.
 - Designed, implemented and maintained company's multilingual website.**Development Engineer (08/2002-12/2003)**
 - Managed and coordinated an international project leading to the creation of a new Power Quality product range that completed and enhanced company's portfolio.
 - Developed product range sales to €210k during first year in production.
 - Conducted global market analysis focused on customers' needs and competition.
 - Created product specifications and supervised mechanical and electrical design.
- 02/2001-08/2002 **Tampere University of Technology - Tampere, Finland.**
Finland's second largest and most international technical university.
Research Engineer
 - Developed an automated microassembly station with controlled environment.
 - Co-authored 3 research papers presented in international conferences.
- 12/2000-06/2001 **Nokia Corporation - Tampere, Finland.**
Global number 1 manufacturer of mobile devices by market share.
Software Test Engineer
 - Localisation and functional testing of phones' software and peripheral devices.
 - Completed visual layout of Nokia phones' and related applications' software.

Education

- 10/2012-10/2016 **Beuth University of Applied Sciences - Berlin, Germany.**
MBA Renewables
 - Focus areas: Economic, technical, legal and political aspects of the marketing, application and management of renewable energy and energy efficiency projects.
- 03/2010-09/2010 **Management Institute of Finland - Helsinki, Finland.**
International Sales and Marketing Management Programme
 - Focus areas: Strategic Business Development and New Markets Penetration.
- 09/2006-08/2008 **Tampere University of Applied Sciences - Tampere, Finland.**
Executive MBA (EMBA) in International Business and Marketing
 - Focus areas: Production and Sales Management of High Tech Products.

11/2002-04/2003	Cossío Education Centre - Valladolid, Spain. Master in Environmental Management, Auditing and Impact Assessment • Focus areas: Environmental Consulting, Audits and Impact Assessment.
03/2000-09/2000	Cossío Education Centre - Valladolid, Spain. Master in Occupational Risk Prevention • Focus areas: Workplace Safety and Hygiene, Ergonomics and Psycho-sociology.
10/1997-12/1999	Tampere University of Technology - Tampere, Finland. M.Sc. in Automation Engineering • Major: Production Engineering. Minor: Hydraulics and Automation.
10/1996-12/1996	University of Cantabria - Santander, Spain. PgCert. in Automatic Regulation and Control Systems • Postgraduate certificate awarded by the Department of Electrical Engineering.
10/1991-07/1995	University of Cantabria - Santander, Spain. B.Sc. in Industrial Engineering • Major: Electrical Engineering. Minor: Industrial Management.

Certifications

02/2017-03/2017	G I G Education Centre - Singapore. Certificate of Professional Practice - Public Speaking
10/2016-03/2017	Renewables Academy AG (RENAC) - Berlin, Germany. Certified ReGrid Manager
02/2005-04/2005	Cossío Education Centre - Valladolid, Spain. Environmental Auditor
11/2004-01/2005	Cossío Education Centre - Valladolid, Spain. Occupational Risk Prevention Auditor

Publications

04/2018	Operation and Renewal Services for Static Var Compensators. • Paper at TechCon SEA 2018 conference held in Manila, The Philippines.
10/2016	Harmonics in 3-phase Electrical Grids: Effects and Mitigation with Active Power Quality Improvement Solutions. • Paper at CEPSE 2016 conference held in Bangkok, Thailand.
09/2002	Environmental Influences on Microassembly. • Paper at IROS 2002 conference held in Lausanne, Switzerland.
09/2002	Influence of Environment Conditions on Microassembly Components and Pick-and-Place Operations. • Paper at ICMA 2002 conference held in Tampere, Finland.
10/2001	A Microassembly Station with Controlled Environment. • Paper at SPIE 2001 conference held in Newton, USA.

Additional skills

Languages	English (fluent), Finnish (good), Portuguese & French (basic), Spanish (native).
Training	Completed multiple leadership, management and technical training courses.
International experience	Global working experience as business traveller and living in Finland (1997-2010), Slovakia (1999), Austria (2000), France (2010-2012) and Singapore (2012-2018).
Computer tools	MS Office/Project/Visio, Sales Cloud (Salesforce CRM), AutoCAD, Adobe, Internet.

Additional info

Achievements	Power Quality and Energy Efficiency Improvement Solutions seminars. • Organised and conducted commercial and technical seminars in different countries targeting key decision makers and own sales force (2007-2018). International Symposium on Open Control Systems: State-of-the-Art and Trends in Soft PLC and Related Technologies - Tampere, Finland. • Organised symposium with over 200 participants (30.05.1999 - 01.06.1999). XIII National Congress of IAESTE Spain - Santander, Spain. • Organised congress with over 120 participants (01.11.1996 - 04.11.1996). IAESTE Spain - Santander, Spain. • Representative and summer coordinator of the association (10/1994-06/1997).
Interests	Travelling, sports (tennis, wakeboarding, skiing, etc.), music/video creation, design.