

# JOSÉ ENRIQUE ALARCÓN-BATLLE

## ECONOMICS & BUSINESS ADMIN



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### PERSONAL INFORMATION

FULL NAME	José Enrique Alarcón-batlle	ADDRESS 2	Av. Murtala Mohamed, 248 LUANDA - ANGOLA
BIRTHDAY	15/07/69, Barcelona - SPAIN	PHONE	+34 697 715 974 +244 928 188 224
NATIONALITY	Spanish	EMAIL	jealarconb@yahoo.es
MARITAL STATUS	Single	LINKEDIN	joseenriquealarcon
ADDRESS 1	Mas d'en Giralt, Sant Pere de Ribes, BARCELONA - SPAIN	SKYPE	jealarconb

### MANAGEMENT EXPERIENCE



#### PARTNER & CEO

INTERNATIONAL INVESTMENT & CONSULTING  
**GRUPO FESAL INVERS**

2012 - CURRENT  
LUANDA, ANGOLA

The group has been set up as a bridge SPAIN-ANGOLA for investors to start activities in Angola. FESALINVERS ANGOLA, Lda. (Angola) and FESAL INVERS 2008, S.L. (Spain). Based in Luanda, Angola.

- Representatives for the Spanish company FLUIDRA, S.A. in Angola focused in water treatment solutions in industries, Government programs and domestic projects.
- Project promoter HILTON World Wide Hotels, promoting two GARDEN INN HOTELS in Luanda.
- Several projects for Spanish enterprises willing to establish their activities in Angola. Food factories, fisheries, environmental projects and fuel storage and distribution,

#### GENERAL MANAGER

OIL & GAS, DOWNSTREAM  
**PUMANGOL INDUSTRIAL, LDA**

FEB. 2010 - AUG. 2012  
LUANDA, ANGOLA



Joint venture Trafigura, Ltd. Puma Energy International, Ltd. Sonangol Holding Ltd.  
Start up project beginning on February 2010.

B2B Fuel and Lubricants distribution in the Angolan Market for end consumers and Industries including mining. Coordination of Logistics, fuel storage terminals, lubes warehouses and storage investments and fuel stocks in customers' facilities.

- Creation of the full operational structure and start up project.
- 2011 Turnover 122 MM USD. EBITDA 49 Million USD
- 2012 Projected Turnover 235 MM USD. EBITDA 84 Million USD
- 194 active customers from 0 in 2010.
- Direct reports 15 staff. Total team 45 staff.
- Gaining 26% market share in the first year of operations, competing against Sonangal, Lda. and Sonangol Distribuidora Lda.

#### COO. GENERAL MANAGER

FAMILY OWNED BUSINESS  
**SOLDAT, S.L - TOY AND HOBBY IMPORTERS AND DISTRIBUTORS**

2008 - FEB. 2010  
BARCELONA, SPAIN

Spanish and Portuguese market leader in toys and hobby industry. Working under exclusivity licences as Ferrari, Disney, F-1 and military items. Exclusive distributors for brands as Roco Trains, Carrera Slot Racing Circuits, Kyosho, Gorgi, Minichamps, among others.

- 6,8 MM € Turnover per year. Total team 36 staff. Business was started by my family in 1969.
- Exploration of new channels of trade, penetration in mass market distribution channels during 2008, Auchamp, Toys r' us, Carrefour, Sonae, El Corte Ingles.
- Building "SHOP ON LINE SYSTEM. New 26 key Accounts in toy purchasing groups
- Design and implementation of new business structure and growth strategy, as well as professionalization and internationalization process.
- Establishment of a procurement unit in Hong-Kong as permanent purchasing base.
- The company ended the re-engineering process, was fully professionalized and sold out to new investors.



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### MANAGEMENT EXPERIENCE



#### GENERAL MANAGER

OIL & GAS, MIDDLESTREAM

**GRUPO ACTIVOS, TECNOLOGÍA DEL BIODIÉSEL, S.L.**

2006 - JAN. 2008  
BARCELONA, SPAIN

Development of BIODIESEL production Plants in based on nano-technologies.  
Investment portfolio 120 MM €. Biodiesel refineries and projects belonging to GRUPO ACTIVOS.

CEO BIOCARBURANTES ALMADEN, S.L. Almadén, Ciudad Real.  
REFINERÍA DE NUEVOS COMBUSTIBLES, S.A. Burgos, BIOCARBURANTES TARRAGONA, S.L. Tarragona,  
BIOCARBURANTES BARCELONA, S.L. Barcelona. ONTICAR BIOCARBURANTES, S.L. Ontiñena, Huesca.

STRATEGY: Grupo Activos develops its own BIODIESEL plants network and participates as technology partnership and shareholder in third party developments.

- First GRUPO ACTIVOS plant BIOCARBURANTES ALMADEN S.L. participated by State Owned Companies SEPIDES (Sociedad Estatal de Participaciones industriales y Desarrollo) and SODICAMAN (Sociedad para el Desarrollo Industrial de Castilla la Mancha)
- Internationalization of GRUPO ACTIVOS participating in tenders by State Owned Companies in Central and South America. Development of project with URUGUAY State Owned Oil Company ANCAP (Uruguay). Investment 60 million € with potential production capacity of, 470.000 TN of 100% BIODIESEL.
- Contract Negotiations for storage facilities in the main Spanish Ports.
- Management board member of Asociación de Productores de Energías Renovables, (APPA), on behalf Grupo Activos, Tecnología del Biodiésel S.L., Barcelona.
- Board Member of CORES (Corporación de Reservas Estratégicas de Productos Petrolíferos), Madrid.

#### GENERAL MANAGER, RETAIL SERVICE STATIONS

OIL & GAS, DOWNSTREAM

**TAMOIL ESPAÑA, S.A. AND OILINVEST ESPAÑA, S.A.**

2002 - 2006  
BARCELONA, SPAIN

Retail Service Station network branded TAMOIL.

RESPONSIBILITIES: Turnover 120MM €. Retail Team 97 people under my responsibility in different teams: Sales Area Managers, Engineering, Marketing, Credit and Discount, Truck Fleet Card, Business Analysts, Pricing, Lubricant and Industry Oil, Retail Convenience shops, Asset Management and Network Planning, COCO management unit, HH.RR.

- Member of Oilinvest N.B.V. international team for the acquisition of BP Cyprus Ltd. working in Nicosia, Cyprus for buy out evaluation.
- TEAM LEADER: for acquisition project and due diligence of Fuel Retail asset package of service stations in Spain from GALP ENERGIA ESPANHA, S.A.
- Sale Due Diligence of TAMOIL ESPAÑA, S.A. to new investors group.
- International Board member of European Fuel Retail Group Oilinvest N.B.V. based in Milan, Italy.
- Permanent Board Member of Asociación Española de Operadores de Productos Petrolíferos, (AOP), on behalf of Oilinvest España, S.A. Madrid, Spain.

#### FUEL PRICING AND BUSINESS ANALYSIS MANAGER

OIL & GAS, DOWNSTREAM

**BP OIL ESPAÑA, S.A.**

1999 - 2002  
MADRID, SPAIN

BP Service Stations RETAIL NETWORK 687 sites.

- Developing of new fuel pricing models based on international fuel markets quotations, daily forecast and local market price sensibility.
- NEW PRICING STRATEGY for IBERIA BUSINESS UNIT (including Portugal)
- New tools for analysis of fuel margins performance and fuel price decision taking for the BP service stations retail network, taking every site as individual profitability unit.
- Assets divestment program based on net profit margin analysis developed in the team.
- Creation of the European Pricing Manager's Network as a fundamental base of understanding the fuel European Market, and pricing tools for decision taking process.
- Member of the Permanent Commission for Oil Operators Retail Networks in the Asociación Española de Operadores de Productos Petrolíferos, (AOP), on behalf of BP OIL España, S.A. Madrid, Spain.



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### MANAGEMENT EXPERIENCE



#### RETAIL TERRITORY MANAGER

OIL & GAS, DOWNSTREAM  
BP OIL ESPAÑA, S.A.

1996 - 1998  
BARCELONA, SPAIN

Retail Territory Manager, Cataluña and Aragón

- Management and coordination of the Retail Network in the regions of Cataluña and Aragón service station network. Portfolio of 35 sites. Yearly turnover: 89 MM €
- Key account for concessionaries and flagging contracts
- Accountable for: Logistics, local pricing, network development, marketing actions, non oil business, fleet cards, branding contracts, CODO renewal supply contracts

### ACADEMIC ACTIVITIES



#### ASSOCIATE PROFESSOR

EDUCATION

UNIVERSITAT DE BARCELONA  
FACULTAD DE CIENCIAS ECONÓMICAS Y EMPRESARIALES.  
DEPARTAMENTO DE ECONOMÍA Y ORGANIZACIÓN DE EMPRESAS

1996 - 2010  
BARCELONA, SPAIN

- LOGISTICS AND DISTRIBUTION and MODERN SALE TECHNIQS
- MASTER DEGREE in Commercial TECHNICS 2009-2010
- Corporate & Strategic Management B.A. Business Administration.
- Curso de Informática de gestión I y II, Informática de Gestión de Empresas
- Comunicación en los Negocios, Graduados Tributarios y Contables



#### ASSOCIATE PROFESSOR

EDUCATION

UNIVERSITAT ABAT OLIBA  
FUNDACIÓN UNIVERSITÁRIA SAN PABLO  
DEPARTAMENTO DE ECONOMÍA Y ORGANIZACIÓN DE EMPRESAS

1996 - 2010  
BARCELONA, SPAIN

- Corporate Strategy and Management Strategy



#### ASSOCIATE PROFESSOR

EDUCATION

ESCUELA DE ADMINISTRACIÓN DE EMPRESAS, EAE.

1996 - 2010  
BARCELONA, SPAIN

- Business Structures and Management

### ACADEMIC BACKGROUND



#### UNIVERSITAT DE BARCELONA

FACULTAD DE CIENCIAS ECONÓMICAS Y EMPRESARIALES  
DEPARTAMENTO DE ECONOMÍA Y ORGANIZACIÓN DE EMPRESAS

2004 - 2005  
BARCELONA, SPAIN

- PHD COURSES 94-96: "Técnicas y Estrategias para la Empresa del 2000"
- "Academic Researcher Level" awarded by the Spanish Ministry of Science and Education.



#### THE CHARTERED INSTITUTE OF MARKETING

INTERNATIONAL SCHOOL OF MARKETING

1994 - 1996  
BERKSHIRE, UK

- GRADUATE in Marketing, Dip CIM, Chartered Marketer

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### ACADEMIC BACKGROUND



#### UNIVERSITAT DE BARCELONA

FACULTAD DE CIENCIAS ECONÓMICAS Y EMPRESARIALES

1987 - 1994  
BARCELONA, SPAIN

- Licenciado en Ciencias Económicas y Empresariales.  
*University Degree in Economics and Business Administration.*

#### UNIVERSITY OF WOLVERHAMPTON

BUSINESS SCHOOL

1990 - 1991  
WOLVERHAMPTON, UK

- UE grant (ECTS Programme)

#### UNIVERSITÀ DEGLI STUDI DI SIENA

FACOLTÀ DI SCIENZE ECONOMICHE E BANCARIE

1992 - 1993  
SIENA, ITALY

- UE grant (Programa ERASMUS)
- Banking and Investment analysis speciality

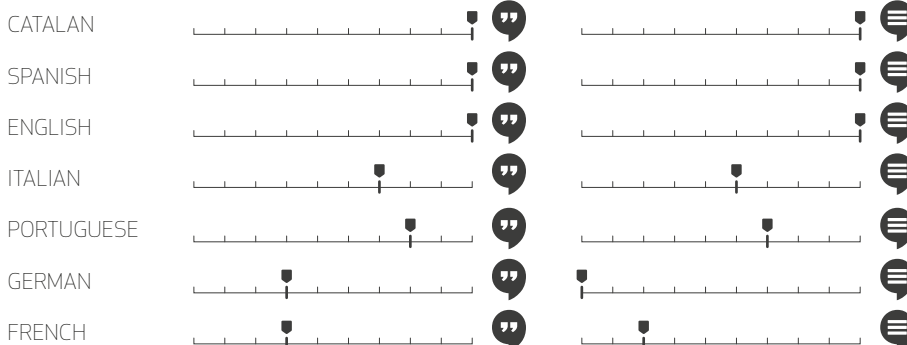
#### UNIVERSITY OF WOLVERHAMPTON

BUSINESS SCHOOL

1990 - 1991  
WOLVERHAMPTON, UK

- Bachelor Degree (Hons 2:1) European Business Studies
- Final year Thesis: "The Maastricht Treaty, UK in the heart of Europe?"

### LANGUAGES



### HOBBIES

SAILING, CLASSICAL MUSIC, ALTERNATIVE FILM PRODUCTIONS, TRAVELING, ANTIQUES GATHERING  
MOUNTAIN AND DESERT TREKKING, HORSE RIDING, ARCHERY

### MANAGEMENT SKILLS

COACHING  
ORGANIZATION  
LEADERSHIP  
FORECASTING  
**TEAM BUILDING**  
REPORTING  
BELONGING TO MANAGEMENT BOARDS  
**STRATEGY AND PLANNING**  
SELF MOTIVATION  
ANALYTICAL  
SALES AND MARKETING  
FINANCE

CORPORATE ENVIRONMENT  
**SOCIAL RESPONSIBILITY**  
NEW PROJECTS DEVELOPMENT  
**STAFF APPRAISAL AND MOTIVATION**  
INITIATIVE  
**TRAINING SKILLS**  
SYNTHESIS  
FLEXIBILITY  
FOLLOW UP  
**TARGET DRIVEN**