

# ANA LOSCOS CONTE

**Nationality:** Spanish  
**Zaragoza, Spain**  
**☎ +34 976 46 42 12**  
**e-mail:** aloscos@airtex.es

## GRADUATE DEGREES

- 1987-1992**      **Bachelor of Science Degree in Business Administration (BBA)**  
Econometrics specialized. Zaragoza University, Spain
- 1993-1994**      **Master of International Business**  
CREA (Confederation of Aragon Industry)

## LANGUAGES

Spoken and written English and French

## PROFESSIONAL EXPERIENCE

**March 1995- Present**

**Company**      **Airtex Products, S.A. Located in Zaragoza, Spain.**  
**A division of ASC Industries, Inc., a UCI company**

**Title**            **Marketing & Sales Director**

**Activity**        **Manufacturer of spare parts (cooling, fuel systems and filtration products)**

**Sector**         **European Automotive Aftermarket**

- Directing all sales and marketing activities for Europe, North Africa, and partially South American countries.
- Preparing sales plan and pricing strategies. Executing sales programs to effectively growth company's sales.
- Conducting market research, identifying partnership opportunities, and developing strategic plans and sales strategies for company brands and private labels. Undertaking presentations and negotiations.
- Building and leading a marketing & sales team of 14 people that consistently meet its goals.
- Being in contact with multinational and international companies' senior management on regular basis to ensure the flow of sales and to detail their purchasing programs.
- International customers, Buying Groups and OES accounts.
- Defining the domestic and international marketing strategy.
- Preparing advertisement, brochures, catalogues and customer promotions.
- Coordinated, supervised and attended international trade shows such us Automechanika Frankfurt, Equip'Auto Paris, Motortec Madrid, AAPEX Las Vegas, Auto Shanghai, Autochina Beijing, Automec Sao Paulo, Automechanika Argentina.

**October-December 1994**

**Company**      **FERSA, S.A. Located in Zaragoza, Spain**

**Activity**        **Manufacturer of bearings**

**Sector**         **European Automotive Aftermarket**

- Prepared marketing plan for bearings in Lyon (France) for a period of three months on the course of a Master of International Business. Based in the Chamber of Commerce of Lyon.
- Identified and visited potential distributors in the area of Lyon.
- Identified relevant competitors.

**February 1994-November 1994**

**Company**      **IFET (Instituto de Formación y Estudios Sociales)**

**Activity**        **Education College**

- Teacher of Import-Export procedures. International business and practices. Graduate students.

**October 1992-January 1993**

**Company**      **IBERAGENTES**

**Activity**        **Financial services**

- Offering a global portfolio of financial products to private people. Helping clients to identify the most appropriated financial product.

## COMPUTER SKILLS

MS Windows, Ms Office Systems (Word, Excell, Access, Outlook), Lotus, IBM AS/400.