

PERSONAL INFORMATION

Monica Alvarez Soldevila



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WORK EXPERIENCE

Since March 2011

HP Inc.

- 2011-2014: WW Hardware and Solutions Strategic Product Management, Large Format Design: T7100 Accessories, HP SmartStream Software for DesignJet, T7200, Scan Station
- 2014-2016: WW Hardware and Solutions Strategic Product Management, Large Format Design: PageWide XL (development product management), HP SmartStream for PageWide XL, Scan Station, Junior PM mentoring, Drupa
- 2016-2017: EMEA PageWide XL Product Manager and Solutions Product Manager Mentoring
- Since 2018: EMEA OPS Category Manager

2006-2011

Oce Iberia, S.A.

Large Format Product Manager (High Volume devices & Production Software), Segment Manager & Customer Success Manager

2005-2006

Torraspapel, S.A.

Marketing Manager – Specialty Papers Division

2003-2005

Staedtler Española, S.A.

Product Manager

1998-2003

Tyco Electronics AMP España, S.A.

- 1998-2000: Marketing Assistant
- 2000-2001: Key Account Manager Northeast Spain
- 2001-2003: Product Marketing

1994-1998

Sun Chemical, S.A.

Accounting & Finance Responsible

EDUCATION AND TRAINING

2002-2003

Master in e-Commerce | Institut Catala de la Tecnologia

2002

Master in Management, Strategy and Sales Negotiation Skills | Universitat de Barcelona

1994-1997

Economics | Universitat Pompeu Fabra

1989-1994

Formacion Profesional Business Management | Institut Tecnic Lestonnac

1980-1989

E.G.B. | Jesús Maria, Barcelona

2013

How to do impactful presentations. HP's external consultant

2007

SPIN (Complex Sales Cycle Management). Huthwaite

1999-2001

German Course. Esade

1994

French Diploma. Chambre de Commerce Française

1994

Dale Carnegie Course (Efficient Communication Skills). Dale Carnegie

PERSONAL SKILLS

Mother tongues Spanish and Catalan

Other languages
English: Proficient
French: Intermediate
German: Basic

Communication skills

- Excellent communication skills
- Ability to influence when taking critical decisions

Managerial skills

- Leadership: By coaching and developing employee's skills so to grow within the company
- Efficient analysis to act rapidly, minimizing risks

Job-related skills

- Strategic mindset
- Customer passionate
- Results focused

Main achievements at HP

- Value Proposition definition of HP SmartStream for PageWide XL, the first not-for-free software development in Large Format Design, with current WW revenues around 8 million USD per year
- Contribute on PageWide XL VP and features as per my previous experience in Océ
- Mentoring Junior team members to become WW Product Managers