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03/05/1969
Married, 2 children

C/ Francesc Carbonell,
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(SPAIN)

LANGUAGES

English:
TOEFL - Advanced.
Used to using
English in professional
settings,
oral and written.

French:
Baccalauréat.
Native fluency,
all schooling
in French.

German:
Basic level
(2 German courses
for executives).

Italian:
Fluent in conversation
and reading.

Catalan-Spanish:
Bilingual.

PROFESSIONAL EXPERIENCE

2014 -
now

QUADIS

Business development manager

Responsibilities:

- Achievement of qualitative and quantitative targets in premium and luxury brands.
- Leading the different teams in the commercial and marketing departments to achieve the targets set for the Dealerships.

Achievements:

- Fulfilment of the business plans of the different premium and luxury brands.
- Dealer of the year awards.
- Awards for best product presentations and launches at Dealerships.

May 2014 -
June 2015

Director Jaguar Barcelona at the 5 Land Motors and Solmobil facilities.

Responsibilities:

- Leading a team of 80 people in sales and after sales.
- Relaunching the JAGUAR brand in Barcelona.
- Preparing for the arrival of the F-PACE SUV.

Achievements:

- Stock clearing of 40 XF.
- Sales growth of 35%.
- Award for the best European presentation of the JAGUAR F-PACE.

2000 - 2014

PORSACENTRE, S.L. Official Porsche Dealer. Subsidiary of Porsche Ibérica, S.A.

Sales and Marketing Director reporting to the Managing Director.
Coordinating the different operational areas (Sales, Marketing, PR).

Responsibilities:

- Achievement of the subsidiary's sales target for new Porsche vehicles.
- Leading a team of 25 people in event coordination to achieve the business targets.

Achievements:

- Contributing to Porsche's sales leadership in Barcelona, seeking to grow customer loyalty and satisfaction with the brand and the Dealership.
- Achieving the sales target.
- Dealer of the year 2007-2008-2009-2010-2011.
- Winner of the Porsche Sales Excellence Awards 2011.
- Winners of best Dealership of the year 5 years in a row.

1998 - 2000

Porsche salesperson reporting to the Sales Director.

Responsibilities:

- Participating in an "Exclusive Porsche Sales Process".
- Contacting, identifying and advising new clients to build a new portfolio for the Dealership.

Achievements: . Helping exceed the sales target by 20%.

1995 - 1998

QUADIS - LAND MOTORS, S.A. Official Jaguar and Land Rover Dealer.

Responsibilities:

- Selling new and used vehicles.
- Customer contacts, identification and advice on the purchase of their 4X4 and passenger cars.
- Participating in a new remuneration policy for Dealers featuring both quantitative and qualitative aspects (customer satisfaction).
- Achieving, along with new vehicle sales targets, financing (Quadis credit) and insurance sales targets.

Achievements:

- In 1997/98, sales leader both in units as well as financing and insurance.
- Achievement of qualitative targets.

PROFESSIONAL EXPERIENCE

- BEST MOTORS, S.A.** Export of Avis and Europcar fleets.
- 1996 - 1997 **Area Manager** for France
1995 - 1996 **Junior Area Manager** French, German and Italian markets reporting to the Regional Director.
- Responsibilities:**
- Control and coordination of exports in all aspects related to sales.
- Achievements:** Target placement in export markets.
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- APIC, S.A.**
Short and long term Mercedes-Benz rental without driver.
- 1993 - 1995 **Product manager** reporting to the Commercial Director.
1992 - 1993 **Assistant to the Product manager** of the renting service.
- Responsibilities:**
- Sale of luxury vehicles through leasing.
- Achievements:**
- Fulfilment of the sales target of a product practically unknown in Spain, at that time.
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- July 1992/
August 1992 **MERCEDES- BENZ ESPAÑA, S.A.**
Manufacture and sale of Mercedes-Benz cars.
- Responsibilities:**
- Associate in the coordination of the vehicle fleet to transfer Mercedes VIP guests during the Barcelona'92 Olympic Games.
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- Summers
1990/1991 **CARS BARCELONA, S.A.**
Official Agency for the sale of Mercedes-Benz vehicles.
- Responsibilities:**
- Assistant in the sales team.
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- 1989 - 1991 **BARCELONA INTERNATIONAL MOTOR SHOW**
Assistant at the Pininfarina and Bertone stands.

TRAINING

- January 2011 **How can I develop my relational skills?** IESE
October 2010 **Sales management:** manage, organize and build loyalty among our sales team. IESE
2008 - 2019 **AUTOMOTIVE MEETING.** IESE
2009 - 2019 **MEETING OF LUXURY SECTOR BUSINESSPEOPLE.** IESE
1988 - 1994 **Degree in Economics and Business Administration.** UNIVERSITY OF BARCELONA
1972 - 1988 **Baccalauréat (mathematics and economics)** FRENCH LYCÉE OF BARCELONA

ACTIVITIES AND HOBBIES

- President of Women's Supercars Club.
- Vice President and member of the Roadster Club.
- Skiing: Qualified instructor of the Spanish Ski School EEE.
- Diving: PADI Open Water - FEDAS.
- Mountain biking: Trans-Pyrenees 2009 to 2019.
- Swimming and running.
- Member of Mercedes-Benz Club Spain since 1999.
- Partner of the RCTB-1899 - Iradier- Accura Gava for 45 years.
- Member of the *Círculo del Liceo de Barcelona* since 2015.
- Member and treasurer of Porsche Club Spain since 2000.
- Club and board member of the Porsche Club 356 Spain.
- Member of Mercedes-Benz Club Spain.
- Honorary member of Ferrari Club Spain.
- Club and board member of Antic Car Club ACCC.