



Pedro Azcárate

International Sales Manager

About Me

International sales and business development professional focused on market research, opening new markets, team management and commercial planning.

Contact



+34 652 54 52 58



azcarate100@hotmail.com



Seville, Spain

Additional Information

- Spanish driving license B2
- Own vehicle
- Geographical flexibility

Professional Experience

International Sales Manager

Azcaval Ingeniería del Envasado | March 2022 - Present

Azcaval is a company specialized in the development and manufacturing of industrial packaging machinery, mainly for food and agrifood applications.

Key Functions

Commercial Strategy & Market Intelligence

- International sales strategy definition and execution.
- Market research, competitor analysis and opportunity mapping.

Business Development & Account Management

- Prospecting, qualification and development of new international customers.
- Customer retention and long-term strategic account management.

Channel, Dealer & Partner Management

- Optimization of existing sales channels in target markets.
- Search, evaluation and coordination of international dealers and partners.

International Expansion

- Market-opening initiatives and business development projects in South America.

Project, Technical & Internal Coordination

- Coordination with engineering, operations and technical service teams.
- Machinery installation and commissioning follow-up across Europe and South America.

Trade Fairs, Reporting & KPI Follow-up

- Planning and coordination of sector trade fairs, including Fruit Attraction and Fruit Logística.
- Management reporting, target monitoring, pipeline tracking and performance follow-up.



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Education

Compulsory Secondary Education

Colegio Santo Ángel de la Guarda

Technical Degree in Commercial Activities (Commerce and Marketing)

Centro de Formación Pasaje Alameda | 2020 - 2022

Customs Course (100 hours)

Campus Cámara Sevilla SAU

Skills

Strong communication
Team management
Problem solving
Microsoft Office Suite
ERP & CRM systems
AutoCAD
Commercial mindset
Results-oriented approach
Project management

Languages

Spanish:

Native

English:

Advanced written and spoken

Italian:

Basic

Portuguese:

Basic