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Barcelona

(EU) Passport: Spain

www.nayoapaza.com

SKILLS

- ✓ Project Management ★★★★★
- ✓ Operations ★★★★★
- ✓ Technological Innovation (Renewable Energy) ★★★★★
- ✓ Proactive and Decisive ★★★★★
- ✓ Leadership and Teamwork ★★★★★
- ✓ Commercial Skills (Salesforce ^{UP}, Suppliers) ★★★★★
- ✓ Strategic Thinking ★★★★★
- ✓ Relationship Building ★★★★★
- ✓ Topographical, Bathymetric Equipment ★★★★★
- ✓ AutoCAD, ArcMap, Qgis ★★★★★
- ✓ CRM ★★★★★
- ✓ SAP ★★★★★
- ✓ Microsoft Office (Excel ^{UP}, PowerPoint, OneNote, Project) ★★★★★
- ✓ Smartsheet ★★★★★

LANGUAGES

- ✓ Spanish (native)
- ✓ English (Intermediate – High) C1
- ✓ Catalan (Basic) A2

NAYO - Natalí Apaza

Industrial Engineering

Business Developer / Customer Success Manager / Sales

ABOUT ME

Industrial Engineer with expertise in the maritime sector, focused on business development. Skilled in building B2B/B2C relationships and delivering strategic solutions that drive growth. Experienced in operations management, cargo inspection, supply chain, and offshore.

WORK EXPERIENCE

✓ SANITAS

(Spain) 2025 – ACTUAL

Customer Success Manager (CSM) / Sales

- I boost B2B and B2C client satisfaction and loyalty through personalized advice and proactive follow-up.
- I advise companies on including health insurance on payroll, highlighting tax benefits for employees and the company.
- I advise SMEs and large companies on implementing solutions that maximize tax benefits (up to €500/year per employee).

✓ Mar Recruitment & Consulting

(Spain) 2025 – 2026

Business Developer

- I managed and expanded an international client portfolio in maritime, oil & gas, and energy sectors, achieving 90%+ retention.
- I led post-sales follow-up, resolving 95%+ of incidents within 48 hours to ensure customer satisfaction.
- I implemented business development strategies and enhanced B2B client loyalty through personalized support.

✓ COTY

(Spain) 2024 – 2025

Supply Chain – Transport Specialist IBERIA

- I carried out the Tracking and Planning of Land and Sea Routes (Import & Export)
- I managed the Booking of Loading and Unloading of Consumer Beauty & Luxury merchandise for IBERIA.
- I optimized the time of resolution of incidents, through a method of real-time communication with the Carriers, which improved the monthly KPIs from 91% to 96%

✓ Eurohotel Diagonal Port

(Spain) 2022 – 2024

Customer Success Management (CSM)

- I Created improvement plans and Commercial Management (B2B and B2C).
- Managed a Partner Portfolio of more than \$7 million (ARR).
- Recognized as the Top Seller in up-selling and cross-selling for 5 periods, standing out for consistently exceeding sales objectives.

✓ Directorate of Hydrography and Navigation

(Peru) 2013 - 2021

Customer Success Manager (CSM)

2019 - 2021

- Managed a portfolio of 12 clients (B2B) with the US, UK and Japan
- I Led a team of 11 people and planned development strategies.
- Developed plans that generated opportunities and proposals for continuous improvement.

OTHER PROGRAMS

- ✓ Protel
- ✓ Master Yield
- ✓ Prestige

Operations Management Platform

Use a **PMS system**, make **sales** faster and more efficient whether in the **Cloud** or **On-Premise**. Contains features of a **CRM**.

Project Management

2017 - 2019

- I managed **Offshore Projects**; such as the **Purchase Management** of the Oceanographic Vessel with Polar capacity **B.O.P. CARRASCO**.
- I planned and coordinated with **suppliers, clients** and different areas of Marketing, Operations, Sales, Administration, Accounting
- I performed **Quality Control** (ISO 9001, 14001, 45001) and Public Tenders.
- I performed **Topographic** and **Bathymetric Surveys** of the **Antarctic** coast and Peru.

Maritime Operations Manager

2014 - 2016

- I coordinated **satellite communications** with U.S. and Japan agencies.
- I monitored seismic and tide data along the coastline.
- I reported **national incidents** related to the Tsunami Warning System.
- I coordinated **critical systems** and response protocols.
- I supervised the technological availability of monitoring systems.

Hydrographic & Oceanographic Surveyor – Talara Port

2013 - 2014

✓ Command of the Third Naval Zone

(Peru) 2010 - 2013

Operations & Supply Engineer




EDUCATION

- ✓ Master in Nautical and Maritime Transport Management 2019 – 2021
Polytechnic University of Catalonia (Spain)
- ✓ Specialization in Oceanography 2016
Directorate of Hydrography and Navigation (Peru)
- ✓ Industrial Engineering 2010 - 2015
Autonomous University San Francisco (Peru)
- ✓ Professional Training in Hydrography and Navigation 2007 - 2010
Higher Naval Technological Institute – Peruvian Navy (Peru)

ACCREDITATIONS

- ✓ **Digital Transformation** for SMEs, granted by Nascor – Spain.
- ✓ Administration and programming in enterprise resource planning and customer relationship management systems **CRM – Salesforce**, granted by FCI - Spain.
- ✓ Diploma in **Project Management** (PMI), granted by PUE – Spain.
- ✓ "**Marine Robotics and Drone Technology** in the Marine Environment", granted by GPASEABOTS – Spain.
- ✓ Certificate of the intensive "**Up-Selling and Cross-Selling**" course, granted by Derivalya Business & Training School – Spain.
- ✓ Certificate of "**Training in Social and Investment Projects**, member of the International Module of Postgraduate courses - Lato Sensu in **MBA**", granted by Unilins – Brazil.
- ✓ Professional Update Diploma "**Integrated Automation**", granted by UASF - Peru.
- ✓ Certificate of the course of **AutoCAD** Civil, granted by Replica SRL.
- ✓ Workshop Certificate of "**Damage Assessment and Needs Analysis** - Edan - Peru".
- ✓ Workshop Certificate of the "National Emergency **Operations** - Coen" - Peru.
- ✓ Exhibitor at the "II Fair and Contest of **Export Products**", granted by the UASF.

RECOGNITIONS

-  Ministerial Resolution No. 2047-2017-DE/SG of the Minister of Defense of the Congress of the Republic of Peru, through which he congratulates the undersigned Natalí Yohana APAZA Llacsá, for the important work carried out for the benefit of the country in the National Emergency Operations Center of the Ministry of Defense (COEN-MINDEF).
-  I had Academic Excellence in the Professional Career of Industrial Engineering.
-  I was awarded the President of the Republic Scholarship to carry out post-graduate studies abroad.

REFERENCES

- ✓ **Víctor Rosas**
Customer Success Manager -
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(Languages: Spanish – English)
- ✓ **Josue Casas**
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