



# Natalí Apaza

## Industrial Engineering

Master in Nautical and Maritime Transport Management

### ABOUT ME

I consider myself a responsible, flexible, and pragmatic professional with a positive attitude toward new challenges. As a CSM, I specialize in building strong relationships with B2B and B2C clients, advising on solutions that add value to companies and employees.

### 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 manage and expand a portfolio of international clients in the **maritime, oil & gas,** and **energy** sectors, achieving a **retention rate of over 90%** and fostering long-term relationships (onshore and offshore).
- I lead post-sales communication and follow-up, resolving **over 95% of incidents in less than 48 hours** and ensuring customer satisfaction in multinational projects.
- I implemented business development strategies that generated a **30% increase in recurring revenue** through **cross-selling** and service optimization.

#### 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%**

#### Cotecna Inspection & 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**.

##### Export Operations & Compliance Engineer

- Inspected and verified cargo and **loading operations** for **export shipments**.
- Prepared **technical reports** on material characteristics, dimensions, and compliance.
- Supervised and measured pallets until final sealing, ensuring quality and regulatory standards.

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### SKILLS

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

### LANGUAGES

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

## 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**.

## REFERENCES

- ✓ **Víctor Rosas**  
Customer Success Manager -  
GoSpotCheck by FORM  
rosasvgc@gmail.com  
Phone: +1 2039624019 (USA)  
(Languages: Spanish – English)
- ✓ **Josue Casas**  
Maritime Oceanographic Projects -  
Canopus Inversiones SA  
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Phone: +51 999851309 (PERU)  
(Language: Spanish)
- ✓ **Grethel Herrera La Rosa**  
Industrial Engineer – Logistics  
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Phone: +34 645603005 (SPAIN)  
(Languages: Spanish – French)

## ✓ CMA-CGM IBERICA S.A.

(Spain) 2022 – 2022

### Operations Officer – Supply Chain

- I coordinated internally and externally with terminals and port authorities.
- I managed **loading** and **unloading bookings**.
- I resolved **operational incidents**.
- I **declared dangerous goods** to the port authorities.

## ✓ Directorate of Hydrography and Navigation

(Peru) 2013 - 2021

### Customer Success Manager (CSM) & Electronic Nautical Chart

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.

### 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 – National Tsunami Warning Center (CNAT)

2014 - 2016

- Coordinated **satellite communications** with U.S. and Japan agencies.
- Monitored seismic and tide data along the coastline.
- Reported **national incidents** related to the Tsunami Warning System.
- Coordinated critical systems and response protocols.
- Supervised the technological availability of monitoring systems.

### Captaincy of Talara Port – Offshore

2013 - 2014

- Hydro-Oceanographic Observer
- Responsible for **opening** and **closing the port**
- Reporting on the port's oceanographic and meteorological conditions
- **Vessel inspection**

## ✓ Command of the Third Naval Zone

(Peru) 2010 - 2013

### Operations & Supply Engineer

- Monitored and reported monthly fuel consumption and supply levels.
- Managed the **provision of equipment**, hydrocarbons, and essential materials.
- Conducted inspections and quality control of dry materials, groceries, and fuel.
- Ensured compliance with operational procedures and optimized supply chain efficiency.

## EDUCATION

### ✓ Master in Nautical and Maritime Transport Management

2019 – 2021

Polytechnic University of Catalonia (Spain)

### ✓ Specialization in Oceanography

2016 - 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 Senu 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.