

Nahila Hernández San Juan

Email: nahila.hernandez@rompiendo-limites.com

Address: Martín de Zamora 5031 depto 310. Las Condes Santiago, Chile

Phone number: +56 956492928

Master in Coaching, Emotional Management and Mindfulness, International MBA, Bachelor of Administration (Equivalent in Chile: Commercial Engineer), Logistics Specialist, Postgraduate in Marketing and Public Relations, Postgraduate in Strategic Marketing, Postgraduate in NLP and team leadership, among others.

More than 20 years of hybrid professional experience in positions as General Management, Commercial Management, Marketing and Regional Management; Coach, Speaker and High-Performance Athlete achievements.

I have collaborated with multinational companies, local and own ventures. Extensive experience in Creation and Leadership of diverse work teams, Design and Implementation of Marketing and Commercial Strategies, Consultative Sales BTB and BTC, Opening of New Markets to New Businesses, Supplier Development, Advanced English. Lecturer and Coach.

COACHING EXPERIENCE

2011 - Present

Ultradistance athlete with more than 60 Ultramarathons around the world

https://es.wikipedia.org/wiki/Nahila_Hern%C3%A1ndez

Speaker, courses and workshops in more than 200 companies in 9 countries. Some courses:

Group Leadership and Coaching, Senior Executives, Toyota

Noi Experience Program Consultant, Noi Hotels

Development of skills in customer service, Sermecop, MOK Insurance

Consultant and rapporteur for the Service Experience program, Atton

Business Management Skills, Travel Express Travel Agency

Stress management skills coaching, Self-care Project, Salcobrand

Motivation and Self-motivation Labor, Clínica Dto Vila

Teamwork and Effective Communication, Canon

People development programs and motivation, Iansa

Customer Experience Program, Marti

Group Coaching Dr. Reddy's Chile

Life Coach, Nutrition and Sport Trainer for more than 200 athletes and clients around the world.

Main areas:

Life Coach: Sport (Running, Yoga, Fitness, Weight Loss) Nutrition, Self-Esteem, Emotional Management, Emotional Intelligence, Lifestyle, Personal Image, Happiness, Quality of Life, Self-improvement.

Life Project: Life Plan, Entrepreneurship, Business Development, New Projects, Strategic Planning, Focus on Results.

Soft Skills: Resilience, Effective Communication, Teamwork, Leadership, Fear Management, Risk Management, Time Management, Systemic Thinking

BUSINESS PROFESIONAL EXPERIENCE

2013 – present Own Entrepreneurship “Rompiendo Límites” Ltda., Chile

Position: General Manager

Main responsibilities

Design and Creation of the New Business

Work Team design and management

Design and Implementation of Commercial and Marketing Strategies

Suppliers and Customers deals

Most relevant Achievements

Consolidated as one of the most experienced companies and a benchmark in the sector, with a sustained annual growth of 20% on average from 2012 to date

Diversified portfolio managing different commercial strategies & markets

2005 - 2014 Own business: Logholística SA de CV, Mexico

Position: Commercial and Marketing Manager

Main responsibilities

Creating of the team

Design and implementation of Marketing and Business strategies

Key Accounts management

Marketing campaigns implementation and follow up

Most relevant Achievements

Sustained exceeding market share target, since the second year

Consolidation of distributors and direct sale channels; with US 3.5 million on sales during first year 10% average annual growth (above objective)

Successes implementation of marketing and commercial strategics

Commercial channels with best costs management than expected

New Key Accounts, such as: Soriana, Avon, Truper, Walmart, Home Depot , Sport City

2000 - 2005 Interlake de México SA de CV (Subsidiary of Interlake Material Handling), Mex-USA

Position: Marketing Manager

Main responsibilities

Regional development and attention of distributors, direct sell force and customer service

Key Account Marketing

Creating, implementation and administration of the new regional office

Positioning the new brand in Mexican market

Design marketing plan for a 35 % of market share

Permanent communication with Headquarter in USA

Most relevant achievements

Commercial, strategic and brand objectives growth over time sustained and beyond planned

Consolidation of the commercial relation with distributors and Key Accounts

Achieved during the first year the projected objectives for 3 years

EDUCATION

Master in Coaching, Emotional Balance and Mindfulness ENEB BARCELONA, SPAIN 2019

Postgraduate in Coaching, NLP and Team Leadership, ENEB SPAIN

Coach trail and mountain races, sports nutrition, HIGH PERFORMANCE- CATALUNYA SPAIN

Yoga Teacher, AADI YOGA SCHOOL, RISHIKESH, INDIA (Yoga Alliance approved)

International MBA, UP MADRID, SPAIN 2003 (MCA BUSINESS & POSTGRADUATE SCHOOL USA approved)

Postgraduate Marketing and Public Relations, HAVANA UNIVERSITY, CUBA

Postgraduate Strategic Marketing Seminar, HAVANA UNIVERSITY, CUBA

Postgraduate Management and Business Strategies, HAVANA UNIVERSITY, CUBA

Bachelor of Administration, UAM XOCHIMILCO, MEXICO 2000

Logistics Specialist, TEC DE MONTERREY, MEXICO 2002

OTHERS

Teaching: 2004-2005 Marketing teacher SUPERIOR INSTITUTE OF COMMERCIAL STUDIES, México

Author of the book "Beyond the distance"

Guinness Record: "Fastest time to run an ultramarathon distance on each continent"

Renowned speaker and consultant with many papers, interviews and reports

Renowned extreme athlete of long distances races (Ultramarathon)

Business Consultant

Athlete Coach

LANGUAGES: English Advanced level - Native Spanish