

CURRICULUM VITAE

Proposed position: Expert n. 2

1. **Family name:** Cabeza Casielles
2. **First names:** Mario
3. **Date of birth:** 19/01/1964
4. **Nationality:** Spanish
5. **Civil status:** Married
6. **Education:**

Institution	Date from dd/mm/yyyy	Date to dd/mm/yyyy	Degree(s) or Diploma(s) obtained
Asturias Club of Innovation - Innovasturias	04/11/2022	10/03/2023	EXPERT IN FORMULATION AND MANAGEMENT OF EUROPEAN PROJECTS.
IE Business School, Spain	02/05/2017	11/10/2018	EXECUTIVE MBA
IE University, Spain	02/05/2017	11/10/2018	MASTER DEGREE EN BUSINESS ADMINISTRATION
FENA Business School, Spain	01/11/2007	29/10/2009	EXECUTIVE MBA IN MANAGEMENT OF PROMOTERS AND CONSTRUCTION COMPANIES
University of Leon , Spain	01/10/2011	31/07/2013	MECHANICAL ENGINEERING BACHELOR
Oviedo's University, Spain	01/09/1983	07/07/1992	TECHNICAL MECHANICAL ENGINEER DEGREE

7. **Language skills:**

Indicate competence from A1 (beginner) to C2 (proficient). The competence level is based on the Common European Framework of Reference for Languages. See: <https://www.coe.int/en/web/common-european-framework-reference-languages/table-1-cefr-3.3-common-reference-levels-global-scale>. The linguistic competencies are to be demonstrated by certificate or by past relevant experience.

Language	Reading	Speaking	Writing
Spanish	C2	C2	C2
English	C1	B2	C1

8. **Membership of professional bodies:**

Cogitipa; <https://www.coitipa.es/>

9. **Other skills (e.g. computer literacy, etc.):**

Advanced use of Microsoft Office; Early adopter of cloud services, management programs and other digital tools; Good communication skills due to being in charge of different teams; Leadership and time management due to being in charge of different teams with which I had to carry out projects with specific deadlines that had to be respected in order to fulfil the awarded bid contracts of multilateral financial institutions or public institutions; Expert in bidding process of multilateral financial institutions and other public institutions.

10. **Present position:**

International operations advisor and managing partner at P&L Global S.L.

11. **Years within the firm:**

10 years in P&L Global S.L.

12. **Key qualifications (relevant to the project):**

- Over 25 years of relevant experience in business management and 20 in international strategy and trade with different companies, I have developed a network with public and private actors that have been clients or partners in different international trade projects. During the last 10 years and many references, I have expertise in international trade and, with my incorporation to P&L Global S.L. I have an excellent knowledge of the countries of Spain, the USA and the Caribbean region. Thanks to that experience, ASTUREX, the Government of Navarre, or different Chambers of Commerce from the different Spanish territories, among other public institutions related to commerce and internationalisation of the companies, have entrusted P&L Global S.L. and my services to carry out projects in the regions where the company and its subsidiaries have presence. These projects were from many different economic sectors, however, it is important to highlight the ones carried out in the sector of engineering, ICT, statistics or energy.
- As an entrepreneur in the international trade sector, during these years I have provided advice and consultancy services to other companies, I have expertise in business strategy, full development of international projects abroad and I have helped engineering and energy companies in defining the strategy to develop its activities in other countries.

13. Specific experience in the region:

Country	Date from dd/mm/yyyy	Date to dd/mm/yyyy
Spain	02/01/1994	Currently
USA	08/11/2012	Currently
Mexico, Colombia, Chile, Uruguay	02/01/2104	Currently
Caribbean and Central America	08/12/2012	Currently

14. Professional experience

Date from dd/mm/yyyy	Date to dd/mm/yyyy	Actual working days [2] in FTEs [3]	Location	Company & Reference Person [4] (name & contact details)	Position	Description
01/12/2018	Currently	935 FTE	Spain	P&L Global SL Isabel Vinagre Busto T. +34 699098583 Isabel.vinagre@pl-global.com	Senior Consultant & Managing Partner	<p>As managing partner of P&L Global, I am responsible for coordinating many of the projects executed by the company. As International Business Consultant I am specialised in the design of business strategies for increasing the exports, facilitate access to new markets and integrating companies into global value chains. Also I am the responsible of coordinating international projects relative to market intelligence, using business surveys to collect data. I have a wide experience in projects of foreign direct attraction.</p> <p>Projects :</p> <ul style="list-style-type: none"> - Foreign Trade Consulting Service for the US market. (EXTREMADURA AVANTE – 2018 – 2020) - Business Survey on fair & ethical trade in the UE. (2018 – INTRACEN) - Large-scale business survey on women’s participation in extra-EU trade and challenges faced by women-led exporting companies. Consultants from P&L Global developed surveys in Spain (183) and Germany (120) as well as specific case studies. (2019 – INTRACEN) - The objective of the contract is to conduct a survey amongst European exporters of services. The aim of the survey is to identify the information needs of exporters as well as the barriers that they face when trying to export outside the European Union. This will ultimately help improve the information that the European Commission provides to European services exporters. The project includes 54 surveys in Spain, 37 surveys in France and 45 surveys in Netherlands. (2019-2020 INTRACEN) - Foreign Trade Consulting Service for the Central America and Dominican Republic. (EXTENDA – 2020 – Currently) - Consulting service in attracting foreign investment for the US market. (MADRID’s COUNCIL 2018-2020). - Foreign Trade Consulting Service for Colombia. (EXTENDA – 2020 – Currently) - Foreign Trade Consulting Service for the Central America market. (EXTREMADURA AVANTE – 2021 – Currently) - Foreign Trade Consulting Service for the USA market. (EXTREMADURA AVANTE – 2020 – Currently) - Consulting service in attracting foreign investment for the US and Latam markets. (MADRID’s Council – 2018 – 2020; 2022 – Currently)
01/12/2018	Currently	935 FTE	Spain	Freelance Yared Befecadu – Intracen befecadu@intracen.org	Freelance	<p>As International operations advisor and senior consultant, I am the responsible of the feasibility analysis of international and national projects; Defining strategy for the development and execution of the projects; Advising in the development and execution of the projects; Managing the possible crisis that may arise during execution; Attracting investment and developing business relationships;</p> <p>Trainer for Construction, Renewable Energy, Competitiveness and Productivity, Internationalization and Globalization.</p> <ul style="list-style-type: none"> - Mentoring Programs (Gijon City Council).

Date from dd/mm/yyyy	Date to dd/mm/yyyy	Actual working days [2] in FTEs [3]	Location	Company & Reference Person [4] (name & contact details)	Position	Description
						- Consulting services for International Trade Center (INTRACEN)
01/01/2014	30/11/2018	862 FTE	Spain	ISOTRON SA Contact: Alejandro Sánchez Menéndez alejandro.sanchez@isastur.com T. +34 679 18 80 41	Business Unit Manager	As business unit manager, I had to optimize the planning, management, control and results of the civil works of the projects; to act in all phases: study, engineering, procurement and execution; to identify risks and opportunities for improvement, assess potential impacts and establish actions for mitigation or development; to search for suppliers and subcontractors and evaluate them; to design strategies and development of competitive improvements in the civil works area.
01/01/2014	30/11/2018	862 FTE	Spain	ISOTRON SA Contact: Alejandro Sánchez Menéndez alejandro.sanchez@isastur.com T. +34 679 18 80 41	Business Development Responsible	As business development responsible I had to develop and coordinate the competitive strategy in the wind sector; to carry out sectoral surveillance: investments trends, emerging markets, competition, customers, technology, forums, associations and opportunities resulted from the mitigation of climate change; to analyze and develop the company in new countries, implementing plans and looking for partners and/or collaborators.
01/07/2002	31/12/2013	2292 FTE	Spain	IGESCON SA Contact: Alejandro Sánchez Menéndez alejandro.sanchez@isastur.com T. +34 679 18 80 41	Managing Director	As Managing Director, I was in charge of the development, organization, management, results, implementation of corporate policies (EFQM, ISO, OHSAS, ...) and subsequent stoppage; of the definition of services, areas, processes, operations, objectives and strategies; of the development of new lines of business and new clients.
01/05/2001	30/06/2002	257FTE	Spain	ISASTUR SA Contact: Alejandro Sánchez Menéndez alejandro.sanchez@isastur.com T. +34 679 18 80 41	Head of civil works department	As head of the civil works department, I was in charge of setting up and directing a new civil works department, forming a specific procedures and team
01/01/2000	30/04/2001	293 FTE	Spain	AIC SA Contact: Amaro Blanco Díaz T. +34 629 03 54 66	Managing Director	As Managing Director, I was in charge of business development: increase customer portfolio and sales, launch new business lines - geotechnical studies and utility installation control; of reorganizing of the company, improving profitability and implementing a new effective control system
01/01/1995	31/12/1999	880 FTE	Spain	ISOLUX CORSAN Contact: Xavier Santamarta T. +34 678 08 19 21	Area Director	As Area Director, I had to director of a Group (2y+3m) of Site Managers, focused on the management and results, leading for this to a competent team of technicians, administrative and production personnel
	Total	5.519 FTE				

15. Other relevant information (e.g. publications)

- External Accredited Consultant - International Trade Centre (ONU & World Trade Organization).
- Mediator registered with the Spanish Ministry of Justice.
- Approved consultant for Strategy, Internationalization and Globalization - EOI Business School.
- Approved trainer for Competitiveness, Productivity, Internationalization, Ren. Energy. - EOI Business School.

[1] "Please note that your personal data will be processed solely for the purposes of the management and monitoring of the contract by the data controller without prejudice to possible transmission to the bodies in charge of monitoring or inspection tasks in the application of EU law. Please be informed that transmission of personal data may occur to the Partner Country, solely for the purpose of implementing the financing

agreement concluded between the EU and the Partner Country with regards to the tender/grant award procedure. For more details concerning processing of your personal data you may consult the privacy statement available at:<https://wikis.ec.europa.eu/display/ExactExternalWiki/Annexes>

[2] Only the work experience mentioned in the CV will be considered by the evaluation committee.

[3] 220 full time equivalents (FTE) constitute one year of professional experience. Part-time must be converted into FTE.

[4] The contracting authority reserves the right to contact the reference persons. You undertake to inform the reference persons mentioned in the present form that their data will/may be transferred to the Commission and communicate the privacy statement to them. The privacy statement is available at <https://wikis.ec.europa.eu/display/ExactExternalWiki/Annexes> If you cannot provide a reference, please provide a justification.