



**Juan José Carbonell**

Broker

NAI Mexico-Central Bajío

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### Scope of Responsibilities

Professional with 35 years of wide commercial experience in marketing, communication, corporate image, media, with emphasis in real estate brokerage, telecommunications, entertainment, sport business and the use of new technologies.

### Background & Experience

#### Dates

#### Enterprise / Responsible

Oct. 2016 – today      Since this date I have focused my activity in the industrial and commercial real estate business of the Leon, Guanajuato area, as an independent broker, and since June, 2017 I have joined **NAI Mexico** as **Sales Associate** in the Bajío area.

Dic. 2013 – Sept. 2016      **Sports World**, León, Guanajuato

**General Manager**

Mar. 2010 – today      **Mail Boxes Etc**, León, Guanajuato

**Franchise owner**

Feb. 2003 – Jan. 2010      **Telefonica Mexico (Commercial Brand Movistar)**, Mexico City Marketing Department

**Marketing Services Manager (Sponsor, Alliances, Event, Point of Sale)**

Jul. 1999 – Jan. 2003      **Group CIE – Interamerican Entertainment Corporation**, Mexico City, Commercial Division

**Marketing Services Assistant Director**

Sept. 1994 – Jun. 1999 **Bravo Advertising, Mexico City**

**Advertising Creative & Account Director**

Apr. 1993 – Aug. 1994 **Lowe & Partners / SMS, Mexico City**  
sing / Creative Area

Adverti

**Associated Creative Director**

Mar. 1991 – Mar. 1993 **Bozell Advertising, Mexico City**  
ertising / Creative Area

Adv

**Copywriter Senior**

Jul. 1989 – Feb. 1991 **INEGI – National Institute of Statistics, Geography and Informatics, Mexico City**

Census Communication Direction

**Media & Alliances Chief Department**

Jan. 1987 – Jun. 1989 **Department of Interior, Mexico City. Government Bureau of Radio, Television & Cinematography – Radio Direction**

**Director Assistant and Event Chief Department**

Jan. 1986 – Dec. 1986 **Televisa, Mexico City. Communications Vice-presidency**

**Assistant Vicepresident**

Jun. 1984 – Dec. 1985 **Department of Interior, Mexico City. Government Bureau of Radio, Television & Cinematography – Radio**

Direction

*Director Assistant*

Jan. 1984 – May 1984    **Cherem y Mandoky Film Productions, Mexico City**

*Production Assistant*

## Educational Background

### Academics

1998 <b>Manager</b>	<b>Post degree in Brand and Product</b> Iberoamerican University
1995 <b>Marketing Institute</b>	<b>Post degree in</b> ITAM, Mexico Technological
1983 <b>Communications</b>	<b>Graduate in</b> Iberoamerican University (One of the most prestigious private universities in the country).

### Other Academics

1999 <b>Controls</b>	<b>Business Financial</b> Iberoamerican University
1998 <b>Accountants</b>	<b>Finances for Executives not</b> Iberoamerican University