



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

Other Academics

1999 Controls	Business Financial Iberoamerican University
1998 Accountants	Finances for Executives not Iberoamerican University