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## Find International Business Experts

### Profile view:

**Mr. Daniel Izquierdo Hänni**



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#### Legitimation Inquiry:

What qualifies you to serve as an international expert to Swiss small / midsize businesses?:

- 1) Swiss-Spanish citizen having experienced both business menatlities. Able to develop a common and unique strategy.
- 2) Swiss marketing education (Eidg. Dipl. Marketingleiter) usually being more substantial than in Spain.
- 3) 20 years of experience in the marketing and communication business in Switzerland, working for clients at all levels.
- 4) Since 2005 in Spain as marketing and communication specialist, having an excellent network all over the country.
- 5) Fluent German, Spanish, English & French.

#### Summary of Expertise:

- 1) Solid knowledge of the Spanish market.
- 2) International marketing approach.

#### Expertise:

Geographical Region: Spain,

Industrial Expertise:

All, Banking, Business Services & Consulting, Chemicals / Pharmaceuticals/ Cosmetics, Construction / Housing / Real Estate, Durable Consumer Goods, Education, Energy and Water Supply, Food Products / Beverages / Tobacco products, Health Care / Social Work, Medical, Precision & Optical Instruments / Watches, Motor Vehicles / Transport Equipment, Other Services, Paper Products / Publishing / Printing, Professional Associations / Non Governmental Orgs., Public Administration / Social Security, Telecommunications / Media, Transport / Travel, Travel, Leisure & Entertainment,

Functional Competence:

Advertising / Marketing / PR, All, Business Development / Management, Business Support & Office Services, Cultural Transition and Integration, Global Ethics, Human Resources / Employment, Industrial Solutions / Distribution, Insurance Services, Language Services (Translation, Interpretation), Logistics / Transport Services, Market Research / Economic Data, Real Estate Services, Research & Development, Tax / Fiscal Services, Trade Fairs / Seminars / Events, Training / Coaching, Travel / Accommodation,



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### Additional Information:

Information about size and organization of your business:	Independent marketing and communication consultant able to provide instant feedback. Wide business network through out Spain.
Speciality / Special knowledge:	General: Business development and "bridge building" between Spain and foreign countries.  Concrete: 1) Market research and strategic marketing plans. 2) Extensive marketing concepts incl. product/pricing, communication, distribution. 3) Implementation of marketing and communication activities incl. advertising, PR, below-the-line.  Additional: Sounded knowledge of the dental and pharmacy business in Spain.
Information about your personal background, education and experience:	I am a Swiss-Spanish citizen, born and raised in Switzerland. I lived in Basel and worked for ten years in Zurich, travelling when ever possible to Valencia.  That's why I argue that I know both mentalities, trying to unify the best Swiss and Spanish attitudes.

### Phone/Fax/Email:

Phone:  **0034/600/753136** 

Fax:

Mobile phone:  **0034/600/753136** 

Email: [Send email](#)

IP Phone: daniel-izquierdo

Instant Messaging:

Website: <http://www.SwissMarketingSpain.com>

### Additional Identification:

Native language: German;

Other languages: English; French; Spanish;