

Manuel Sánchez-Cánovas

Name Manuel Sánchez Cánovas
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Date of Birth 13 July 1968
Nationality Spain (EU)



I have a two year Malaysian professional VISA that allows me to work and reside in Malaysia until December 2011.

I am a qualified researcher with expertise in International Market Research as well as purely academic. My professional career focused in International Marketing Promotion activities in the Electronics and IT sectors in Asia. A native speaker of Spanish, I am fluent in English and French and attained a basic conversational level of Mandarin Chinese. I am able to teach Business Economics; International Marketing; Strategic Marketing Management; Research Methodologies; International Business Management and International Marketing Strategies at undergraduate and post-graduate levels. I am quite familiar with office computers, and worked for a number of years in hospitality and training. I would welcome the opportunity to utilise my skills in international research, promotion or teaching anywhere in Asia.

Educational Qualifications and Training

2006-date Doctorate in International Peace and Security (Spanish Army, IUGM, Madrid). Currently writing the PhD Thesis.

2009 DEA (Diploma de Estudios Avanzados), equals to a two year Masters in International Peace and Security (2009) (Spanish Army, IUGM, Madrid).

2004. Masters in Marketing and Business Administration with distinction (Fundacion Universidad Empresa, Madrid). Specialization in Corporate Strategy.

1996-2002. Certificate and Postgraduate courses and seminars in:

Advanced Foreign Trade; International Finance Management; Accounting; Franchise Marketing; Business Planning; Digital Economics; at relevant institutions in Spain (ESIC, CECO) and the UK (London School of Economics).

1995. Honours Degree in International Economics and Development: Madrid Central University Qualified Real Estate Tax/Investment Consultant in Spain.

Employment Experience

April 2010 – to date, Senior Lecturer in Strategic Marketing, University of Derby MBA (UK), Olympia College, KL, Malaysia. Module facilitator for MBA local & international students. Provided individual support for students with their marketing planning assignments.

September 2009 - to date. **Foreign Trade Consultant, Translator & Interpreter. Crawley & Canovas Sdn Bhd, Malaysia.** Market Studies for **Taylor's Business School** to explore collaboration possibilities with Higher Education Institutions in Spain, to set up a potential joint Masters Degree programme.

For **AUC SL**: developed and translated Expressions of Interests (EOIs) to participate in ADB/World Bank tenders to restore complete Historic City Centres in Asia. For **Habitat Rionansa SL**, a luxury boutique property developer in Spain, managed all the on-line promotion activities, Website advertising and direct communication with clients

November 2003 – September 2009. **Part-time Real Estate Negotiator, UK & Madrid, Spain:** Successfully negotiated the purchase, sale and rental of properties in Spain; administration of three apartments in Madrid, Spain while continuing MBA studies.

October - November 2003. **Lecturer, Business Spanish (part-time) Bournemouth University: Business School, UK, Languages Department.** Conducted seminars for advanced level students of Spanish on the language of negotiation. Devised teaching plans to enhance students' oral confidence. **Private Tutor** (2008). Advised and supported a group of international students, Masters in Business of Bournemouth University, with the research process and dissertation writing.

November 02 - September 03. **Marketing Consultant, Mercado Consultants, Malaysia (based in Zhejiang, PR of China):** Foreign Trade Promotion for Spanish IT/Electronics/Electrical exporters in Mainland China. Initiated a project to design an investment guide, promotional materials and a Web site for Xiucheng Industrial Development Zones. **Private English Tutor:** prepared Chinese adult students for Shanghai University English entrance examinations.

Jan01/June02. **Foreign Trade Adviser, Spanish Association of Electronics Manufacturers and Telecommunications (Madrid), Spain (www.aetic.es) and the Spanish Association of Electrical Equipment Producers (Barcelona), Spain.** International Marketing: Support and management of trade missions & fairs to South East Asia; development of sectorial country market studies; representation at International Trade and Finance meetings; design of promotional materials in English and Spanish; Business Translator (Spanish/English); writing and editing of electronic Foreign Trade Bulletins and WebPages. Published a comprehensive Guide of Internationalisation programs and subsidies for SMEs financed by the EU and the Spanish Board of Foreign Trade.

March98/Jan2000. **Practical training as an specialist in Foreign Trade Promotion by the Spanish Foreign Trade Board (www.icex.es) in two phases:**

1) Foreign Trade Adviser. Spanish Commercial Office, Embassy of Spain (www.mcx.es) Kuala Lumpur, Malaysia: B2B arrangement of interviews, provision of advisory services and development of databases; translation, organisation of official Trade Missions, fairs and intergovernmental business matching events; development of commercial reports, economic & market studies. Developed contacts with 1000 Malaysian Chinese companies to obtain commercial information. Journalism, articles for the Foreign Trade Board magazine (www.el-exportador.com)

2) North American Area Export Manager Assistant La Morella Nuts Processing Company SA, Tarragona, Spain: Developed B2B contacts with purchase managers and wrote commercial reports for food ingredient products for the Scandinavian and North American markets (MNCs such as Hershey's, Fazer, Valio, Arla, Nestle, Suchard, Cadburys, Philip Morris, etc).

Language Skills

Spanish (native)	Spain
English (proficiency)	British Council (Madrid). TOEFL (270/300).
French (advanced)	Alliance Francaise, Advanced Certificate (Madrid; KL/Malaysia).
Chinese (basic)	Training in China (six months); Southampton University (level2).

Computers

Advanced user of **Office 2007** and Windows Vista. Basic notions of HTML and Web design. Used to work in LANs and install programs, drivers, peripherals, RAM memories as well as PCI cards.

Additional skills and part time experience

Professional Business, Finance and Economics translator/interpreter (part time). Spanish/English, English/Spanish, French/Spanish translator (E.g., Malaysian Institute of Translation, Le Reve Translation Berlitz, C&A).

Family Business, Restaurants, Relatives own a little network of 6 traditional restaurants in the Historic Centre of **Madrid**, in **Spain**; first hand experience (part-time) in Wine and Delicatessen selection, cooking and waiter duties.

About me

I love Cinema; travel; friends; cycling, art exhibitions, cooking and mostly good wine. I hold a Malaysian "P" Driving Licence and have my own transport.