



# Penelope Morcillo

**LinkedIn** <https://www.linkedin.com/in/penelopemorcillo/>  
[pennymorcillo@gmail.com](mailto:pennymorcillo@gmail.com) - <https://linktr.ee/pennymorcillo>

## Expertise

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Product Marketing \* International Branding \* Development Lifecycle \* Market Analysis / CRM \* Business Development \* Strategic Partnership Co-Branding \* Customer Growth Campaigns \* Contract Negotiations \* Relationship Management \* Corporate & Marketing Communications \* Sales Strategy \* Teambuilding

## Profile

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- Serial entrepreneur, and marketing & sales executive with more than 20 years of experience in creating and launching successful brands in the telecommunications, technology, architecture, real estate, and fashion industries
- Launched diverse platforms and services, overseeing everything from market analysis and business growth strategies, to brand/product marketing and development lifecycle, to partner alliances and relationship management
- Founder & CEO of two companies: education platform and communication. Director of a company of real estate and fashion.
- Well-traveled, multi-lingual, volunteers with various charities and non-profit organizations
- Authored and published life development guide/book, and is passionate about teaching development of inner strength and perseverance while empowering others to become better versions of themselves
- Holds multiple academic degrees and honors from Universities around the world: Bachelor's degree in European Studies, Master's degree in Financial Management and in Foreign Trade, as well as a Master of Business Administration (MBA)

## Professional Experience

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**CEO / General Manager**, THE ROYAL HISPANIA GROUP (Madrid, Spain & Miami, USA)

Feb. 2017 – Present

Managing Director for an education platform, including The Royal Hispania Group publishing house.

**Managing Director & Administrator**, NATURESA LEATHER (Madrid, Spain)

2017 – 2018

Director for companies related to real estate and fashion (apparel/shoe design and production)

**Researcher, Life Coach & Advisor**, SABBATICAL STUDIES (Miami, USA / Madrid, Spain)

2012 – 2015

Researched meditation teachings and techniques, and developed an educational, practical and spiritual framework called the POC (Pyramid of Consciousness) to enlighten and empower people to increase their level of consciousness in ways that lead to a more fulfilling life. Explored topics of life design, purpose, passion, accountability, responsibility and self-empowerment. Mentored others in the development of inner strength. Research, findings and experiences culminated in self-authored book/guide published in 2018. Also, completed my MBA degree education

**Communications Associate Director / Marketing Consultant**, PRIVATE EQUITY FIRM (Madrid, Spain)

2011 – 2012

Identified, vetted and managed investment opportunities and prospective clients. Oversaw all Marketing and Communications (Branding, Applications, Web), Business Planning, and Family Business Advisement

**Sales & Marketing Manager**, RETAIL REALM (London, UK / Madrid, Spain)

2010 – 2011

Managed the sales territories in Western Europe for a multinational retail-centric software development and Microsoft distribution company. Developed and implemented strategies to recruit new point-of-sale resellers. Managed existing reseller channel base and identified new opportunities and countries to expand Retail Realm's software product line

**MarCom Consultant / Owner**, CAMEL AGENCY (London, UK / Barcelona and Madrid, Spain)

2008 – 2010

Owned Caramel Agency, Caramel Agency, a marketing and communications company initially focused on the immigration sector. Acted as MarCom and Project Marketing Consultant for various clients in different industries, including Architecture, Real Estate, Fashion, etc.

**Marketing & Communications Manager**, LEBARA MOBILE (Madrid, Spain)

2007 – 2008

Oversaw all marketing strategies, planning, development and campaigns for a global brand focused on the migrant community and on helping people unite across borders, generations and cultures. Responsibilities included executing advertising campaigns in national and ethnic media (print, digital and broadcast), managing public relations / press and external agencies, as well as overseeing all Spanish projects, handling legal issues related to projects, coordinating cross-functional department projects, and controlling budgets and stock logistics

**Marketing & Communications Manager**, PAYZONE (Madrid, Spain)

2005 – 2007

Oversaw all marketing strategies and communication plans/campaigns for Payzone, formerly Alphyra Payment Services. In POS and brand European coordinator roles, managed client communications, media strategies, product marketing, national/international product launches, pilot test of prepaid products (3V or Virtual VISA Voucher for online payments, Ukash in vending machines, and international Top Up Cards). Managed suppliers and vendor negotiations. Created presentations and pitches to key account clients

**Marketing & Sales Coordinator**, AN POST TRANSACTION SERVICES (Madrid, Spain)

2003 – 2005

Developed content: games, ring tones, logos, etc. Designed strategies, market studies and analysis reports for new products. Coordinated various promotional go-to-market product campaigns. Organized trunk shows, communication efforts to external suppliers, and distributor relations

**Account Assistant**, ECOMMERCELL (Madrid, Spain)

2000 – 2003

Managed supplier sales, accounting and administration duties. Assisted with company's sales, purchasing, target reports and analysis. Handled weekly client invoicing

## Education & Training

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**Master of Business Administration (MBA)**

Lynn University (Boca Raton, Florida); Graduated with Honors: 2014

**Master in International Foreign Trade**

ESIC Business & Marketing School (Madrid, Spain): 2003

**Master in Finance Management**

ESIC Business & Marketing School (Madrid, Spain): 2002

**Bachelor of Arts (B.A.) in European Studies**

London South Bank University, (London, UK): 2000

**Others:** Reiki TUMMO™ - Completion of various technique courses; Meditation: more than 6 years.