

Javier Villalobos Tejero

Phone number: +34 610 492 853

Email address: javier.villalobostejero@gmail.com

Web: www.javier-villalobos.com

Profile

Marketing, business development, and digital operations expert with over 20 years of experience, specialized in the automotive and insurance industries. Proven ability to lead CRM strategies, optimize full-funnel processes, and implement omnichannel customer journeys to drive growth. Experienced in managing cross-functional teams and delivering results aligned with business goals.

Professional Experience

2011 - present

Partner and Cofounder Interneting

Consultant specialized in customer management and commercial optimization through digital strategies.

- Designed and executed full-funnel strategies, from digital attraction and acquisition to customer retention and loyalty.
- Collaborated with Contact Centers to qualify leads, segment audiences, and develop nurturing actions aligned with CRM data.
- Implemented and integrated CRM ecosystems (Salesforce, HubSpot), connecting marketing, sales, and customer service.
- Improved online customer journeys through behavioral data analysis, automation, and real-time personalization.
- Managed performance campaigns, marketing flows, and multichannel actions (email, paid, social) based on user behavior.

Key Achievements:

- 18% reduction in CAC via intelligent segmentation and automation.
- +12% growth in qualified leads through CRM and Contact Center integration.
- Successful projects with Ford, Hyundai, and Citroën, improving conversion rates and commercial efficiency.

2003 - 2011

Business Development Director ABSline Multimedia

Joint Venture between Banco Santander, Orange y AON to manage the webpage Supermotor.com

- Led commercial expansion and customer portfolio optimization.
- Developed new acquisition and digital conversion models across multiple channels.
- Implemented customer optimization frameworks, increasing revenue and conversion.
- Managed a 14-person team with a €4M business volume.
- Launched the first video portal in the automotive sector, increasing user engagement and session duration.

Key Results:

- +40% revenue increase through funnel optimization and lead monetization.
- +20% in lead qualification via scoring and automation.
- +15% sales conversion from digital traffic in dealerships.

2000 - 2003

Deputy CEO Lapoliza.com

- Contributed to the growth and development of an online insurance comparison startup, later acquired by a BBVA subsidiary.
- Built and managed a hybrid partner network, reaching 500 clients in one year.
- Defined user acquisition and segmentation strategy.
- Developed initial CRM system to identify behaviors and enhance customer journeys.
- Generated over €1M in revenue in 18 months through digital channels and partner networks.

Education

2025 - 2025	Generative AI for Digital Transformation Program MIT (Massachusetts Institute of Technology)
2004 - 2005	Executive In Sales and Marketing Management ESIC. Business & Marketing School (Madrid)
1999 - 2000	MBA IE Business School (Madrid)
1995 - 1999	B.A. in Business Administration Universidad Nebrija (Madrid)

Skills

Full-funnel digital strategy	Online customer management	CRM & Marketing Automation
Contact Center coordination & Lead nurturing	Multichannel campaigns	Project Management
Relational Marketing	Funnel optimization	

LANGUAGE

Advanced English: Experience in international projects.

OTHERS

- Speaker at multiple digital marketing events (Foro VO, Ganvam, Avanza Motor)
- Contributor to marketing publications (IPMARK, Inventario.pro, AER, Proassa)