

Naima López

Chief Financial Officer

My academic background is Dual Degree in Creative Advertising, along with Protocol and Event Management at the Camilo José Cela University. This academic background has allowed me to develop skills in strategic communication, brand management, and corporate event planning. My interest in international business and the global expansion of brands has led her to focus on how communication and protocol can work in the export sector.

With my innovative and creative mind, I want to apply my knowledge in developing effective strategies for the promotion and positioning of products in international markets. My knowledge in event management also lets me understand the importance of corporate image in international business.

Committed to continuous learning, I aspire to contribute to the growth and expansion of companies through effective communication strategies related to different international markets.

As a dynamic professional in the sanitary ware manufacturing industry, I bring expertise in digital marketing, brand strategy, and financial management to drive business growth. With a passion for innovation and market trends, I specialize in developing strong digital strategies that enhance brand visibility, customer engagement, and sales performance.

In my role as Chief Financial Officer– Digital Marketing & Finance, I oversee the company's online presence, marketing campaigns, and financial operations to ensure sustainable business expansion.

Responsibilities:

- Developing & Implementing Digital Marketing Strategies to enhance brand awareness
- Managing Online Advertising Campaigns to drive lead generation and conversions
- Optimizing Website & SEO Performance for improved search rankings
- Overseeing Social Media & Content Marketing to engage with customers
- Handling Financial Planning & Accounting for sustainable business operations
- Building Strategic Partnerships with distributors, retailers, and developers

Vision & Goals:

I aim to position our company as a leading brand in the sanitary ware industry by leveraging digital innovation, market research, and customer-centric strategies. My focus is on:

- Expanding the company's digital footprint to attract global customers
- Enhancing customer experiences through AI-driven marketing & CRM solutions
- Optimizing financial operations to drive long-term business profitability