CienciaSalud

01 / PROFESSIONAL PROFILE

# Raquel Feliu Ruano



## Co-founder and Business Developer

Strategy, marketing and communication

## Profile

Communication and business development professional with international experience in business strategy, marketing, and project management. Her career encompasses the comprehensive healthcare, real estate, tourism, fashion, and fast-moving consumer goods sectors.

## Professional career

Co-founder of CienciaSalud, she participates in developing the business model, commercial and marketing strategy, and coordinating multidisciplinary services. She works on establishing professional partnerships and managing the project from conceptualisation to daily operations.

She served as Business Developer and Investment and Real Estate Director at INVESTATE (2020–2024), where she developed commercial strategies, brand positioning, and business plans for international clients. Previously, she worked at Premium Houses (2019–2020) and in marketing, public relations, and community management at Engel & Völkers Costa Barcelona (2016–2019).

She served as General Manager of Vivados ITB (2013–2015), with responsibilities in strategy, business development, team management, communication, and investor acquisition.

## Areas of expertise

Business development · Commercial strategy · Marketing and communication · Professional partnerships · Project and team management · Public relations · International expansion.

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02 / EDUCATION

# Education and languages

## Academic education

Master's Degree in Real Estate Advisory, Development and Management
Universitat de Barcelona · 2020–2021

MBA European-Asian Program · International Master of Business Administration
Hochschule für Wirtschaft und Recht Berlin · 2006–2007. Berlin–Shanghai international business management programme.

Licenciatura Degree in Advertising and Public Relations with International Diploma
Universidad Nebrija · 1998–2004

Erasmus Programme
De Haagse Hogeschool / The Hague University of Applied Sciences. European politics, international marketing, intercultural communication and international business.

## Languages

Spanish: native. English: bilingual. Catalan and German: B2.

# Training delivered

Professional trainer at Forempresa (2009–2010), in executive skills, marketing, market research, business creation and management, negotiation, conflict resolution, business English and emotional intelligence.

# Volunteering

President of Rotaract International in 2011–2012, having joined as a member in 2009. Participation in community and social development projects at local and international levels.

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03 / EXPERIENCE

# International experience

## International marketing and communication

Marketing Manager · IBEROSTATE, Grupo Iberostar
2012–2013. Implementation of the marketing plan in Brazil and the Dominican Republic, coordination of local teams, campaigns and commercial actions.

Marketing Manager Spain–China · LOTTUSSE
2011–2012. Marketing and communication in Spain and coordination of initiatives in China; catalogues, public relations, events and customer relationship strategy.

Visibility Marketing Manager · Coca-Cola Cobega
2010–2011. Marketing, communication and brand visibility in the Balearic Islands, market segmentation and sales team training.

Trade Marketing Manager · Diageo GTME
2008 · Hamburg. Commercial and branding activities in Central and Southern Europe, budget management and client relationship management within the airport channel.

## Early international experience

Event Project Manager / Branding Consultant · Labbrand
2007 · Shanghai. MBA internship in branding projects, public relations and organisation of an international event.

Account Executive / Project Management · Pepper Global
2004–2005 · Munich. Communication and projects for Hewlett Packard Europe as an intern.

International Aircraft Sales Executive · Ambulancias Illes Balears
2003–2004. Sourcing international clients, sales collateral and negotiation for aircraft sales.

# Professional competencies

Business planning · Market research · Negotiation · Budget management · Digital marketing and content · Event organisation · Intercultural coordination.