



**Customer
Experience**



ENRIQUE BURGOS

Relational Manager at
The Coca-Cola Company

Current Relational Manager at The Coca-Cola Company and former Marketing Director for Spain and Portugal of ODO Media, Enrique Burgos has devoted his entire career in relationship Marketing, initially from agencies managing loyalty projects and incentive programs for TOYOTA, General Electric, BP, Nestle and DIAGEO and also in Unidad Editorial.

After that he jumped to the other side of the table and worked in SEUR or Accentiv, holding positions in Marketing and Sales Director. Enrique Burgos is author of various publications on Marketing, some of the best known are "Relationship Marketing: create an effective incentive plan" or the more recent: "Marketing 2.0: social media as a customer loyalty tool".

CONFERENCIANTES **BCC**
INTERNATIONAL SPEAKERS





He is at the moment collaborating academic of ESADE Business School, providing training on relationship marketing and social media in the area of in-company, as well as some modules in the Master of Marketing and the Program for Marketing Management; Professor in Digital Communication Master of the CEU (Valencia); Professor in the Commercial Marketing of the Business School (Malaga) Program; Professor of the program of professional development and expert in Social Media Management of Editorial Unit and collaborator of IMADE (Madrid Development Institute) for the training of SMEs in the community of Madrid.

His blog, "www.enriqueburgos.com", about new technologies, social media and relationship marketing, is one of the most valued, and one of the personal blog most popular in Spain.

Enrique Burgos has also participated as speaker in different events and seminars in our country, developing all topics such as marketing, sales, cloud computing, social media and customer loyalty.

Topics

- ❖ **Customer Experience**
- ❖ **Social Media Marketing**
- ❖ **Business Digitization**
- ❖ **Cloud Computing**
- ❖ **Communication 2.0**
- ❖ **Personal Branding**
- ❖ **Relationship Marketing**

