

Sonia Sánchez Torres

Author of "Changing the World TOY BY TOY", / 4D Sustainability Canvas Practitioner /
Multiplicadora B Corp / Circulab Catalyst
Londra, Inghilterra, Regno Unito

Esperienza



Sonia Sanchez. Impact&Sustainability Consultancy

6 anni 8 mesi

- **Author of "Changing the World TOY BY TOY"**
lug 2021 - Presente 1 anno 6 mesi
London, England, United Kingdom
Changing the World TOY BY TOY is a free whitepaper addressed to decision-makers in the toy industry who want to explore what sustainability means for their organisations. Download it here: <https://sonia-sanchez.com/toy-industry/>
- **Founder**
mag 2016 - Presente 6 anni 8 mesi
London, England, United Kingdom
Supporting niche brands in the family's industry managing their environmental and social impact to stand out and thrive. SPECIALIZING IN THE TOY INDUSTRY.

Services:

- Benchmarking.
- Materiality Assessment.
- Sustainability Strategy.
- Reporting.
- Communication.
- Connecting outstanding impactpreneurs.

www.sonia-sanchez.com



Impact Hunter

The **IMPACT Circle**

ott 2020 - mag 2021 8 mesi
Global

The Impact Circle is the community for the new breed of entrepreneur who feels connected to their heart and willing to reinvent the world through business.

As an Impact Hunter, my mission is to connect outstanding impactpreneurs who want to thrive supported by like-minded leaders.



- **Professional Inclusion Programs Project Manager**

[Casal dels Infants Per l'Acció Social als Barris](#)

apr 2011 - mag 2014 3 anni 2 mesi

Barcelona Area, Spain

Spanish NGO involved in improving disadvantaged children's life through education in Spain and Morocco. 100 employees.

Managed the Professional Inclusion Programs in Morocco, which aimed to improve the employability of vulnerable people by building capacity among local civil organisations and by strengthening its collaboration with private business. Program's budget: 300.000€/year.

- Effectively led and coordinated a multicultural and multi-stakeholder work team of 14 people and 12...

Visualizza altro

- **Marketing and International Trade Consultant**

Freelance

ott 2010 - apr 2011 7 mesi

Casablanca, Marruecos

Self-starter, creating a Trade&Investment consultancy aiming to support Spanish companies in creating business in the Moroccan market.

- Advised and prospected partners for 10 Spanish companies and collaborated with the Spanish Chamber of Commerce in Casablanca.



- **Product Manager Internacional**

[Jané SA](#)

nov 2006 - mag 2010 3 anni 7 mesi

Barcelona y alrededores, España

Childcare products industry. 160 employees. Turnover 2009: 130 million €.

Managed the textile product portfolio, including international market research, new products launching, KPIs monitoring, product homologation, negotiation with Asiatic suppliers, sales forecasting, purchasing planning, stock management, price and promotions management, communication tools designing and sales force training.

- Increased the portfolio's profit from 27% to 47% by improving purchasing planning and...

Visualizza altro

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Purchasing Manager

Comercial Compte

gen 2006 - ott 2006 10 mesi

Barcelona Area, Spain

Printing industry. 30 employees. Turnover 2006: 6 million €.

Managed the purchasing department ensuring margins and delivery terms.

- Improved purchasing planning and conditions, leading to a significant reduction in stock breaking and a 10% average stock decrease which translated into higher profits and customer satisfaction.

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Export&Marketing Manager

Ceramica Verea SA

gen 2005 - gen 2006 1 anno 1 mese

A Coruña y alrededores, España

Building industry. 150 employees. Turnover 2005: 8 million €.

Started and organised the Export Department in the company, taking on the strategy, sales, homologation, distributors training and communication.

- Developed the company's international strategy and closed promising agreements in 4 of 6 target markets in just one year.

- Produced efficient communication plan and tools (catalogues, websites, adverts and medias) which supported the company international expansion by...

Visualizza altro

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Promotora de Comercio Exterior

Cámara de Comercio de A Coruña

gen 2005 - dic 2005 1 anno

Casablanca, Marruecos

Perfil de la empresa:

Cámara de Comercio de A Coruña.

Lugar de trabajo: Marruecos. Cámara de Comercio Española de Casablanca.

Funciones:

Análisis de las oportunidades comerciales y de inversión en Marruecos. Apoyo y consejo a las empresas españolas.

Organización de encuentros comerciales entre empresas españolas y marroquíes.

Logros:

Publicación de la "Guía de Inversión en Marruecos" y del estudio "Aprovisionamiento de las empresas turísticas en...

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Formazione

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Circulab Academy

Master Circular EconomyCircular Economy
2021 - 2021

From linear to circular, rethink and redesign, acquire the mindsets, tools and skills to solve modern problems and transition to the Circular Economy.

Instigate change and learn how to create positive impact through Circular Design.



- **Delft University of Technology**

Delft University of Technology

CircularX: Circular Economy - an IntroductionCircular Economy
2016 - 2016



- **Universitat Oberta de Catalunya**

Universitat Oberta de Catalunya

Master Responsabilidad Social CorporativaResponsabilidad social corporativa
2014 - 2016

Master Responsabilidad Social Corporativa

- **CEPADE, Universidad Politécnica de Madrid**
EspecializaciónGestión de Negocios en la Economía Digital
2005 - 2006

- **Ecole Supérieure de Commerce International du Pas de Calais**
Comercio Internacional
2002 - 2003
Comercio Internacional



- **Universidade de Santiago de Compostela**

Universidade de Santiago de Compostela

LicenciaturaAdministración y Dirección de Empresas
1998 - 2002

Especialización en Marketing y Dirección

- **Varios**

Marketing on-line, negociación, CRM...

Comercio y Marketing Online, Google Adwords, Google Adsense, Blogmarketing, Publicidad en Internet, Marketing en redes sociales, Twitter como herramienta de marketing, CRM, Negociación...

Esperienze di volontariato

- **Tareas de comunicación en ONG.**

Asociación Casal dels Infants

mar 2011 - apr 2011 2 mesi

Creación y adaptación del material de comunicación externa relativo a la asociación y a los proyectos en Marruecos.



- **Partnerships**
Partnerships

Ashoka

set 2019 - dic 2019 4 mesi

Supported the Partnership Manager in communication and processes optimisation among others.

Licenze e certificazioni



- **Sustainable Packaging in a Circular Economy**

Delft University of Technology

Emissione: gen 2019

ID credenziale 27778e13f5134d80b648663a14620063

[Vedi credenziale](#)

Pubblicazioni

- **Guide de Bonnes Pratiques d'Inclusion Sociale**

Fundación "la Caixa" 2012

Lors du développement de son activité, l'entreprise adopte des décisions concernant la façon d'exécuter les actions qui lui permettraient d'atteindre ses objectifs : elle décide quels seront ses moyens de production, elle choisit ses fournisseurs, elle détermine le mode de gestion de ses ressources humaines... Le mode d'exécution de chacune des actions constitue l'ensemble des pratiques d'une entreprise, et chaque pratique de l'entreprise a une répercussion sur la société.

De plus en plus...

[Visualizza altro](#)

[Vedi pubblicazione](#)

Lingue

- **Francés**

Conoscenza professionale completa

- **Inglés**

Conoscenza professionale completa

- **Catalan**

Conoscenza professionale completa

- **Gallego**

Conoscenza professionale completa

- **Aleman**

Conoscenza professionale

- **Portugués**

Conoscenza base