

CURRICULUM VITAE



PERSONAL INFORMATION

Name DE ARMAS Y VILLADA, Ana
Nationality Spanish
Date of Birth 21/03/1973

EDUCATION

October 1997 - July 1998 Telecommunications Engineering Bachelor Degree - Universidad Politécnica de Madrid

WORK EXPERIENCE

Dates **JANUARY 2013 TO PRESENT**
Organization Alcatel-Lucent University
Position Learning Consultant - Content Innovation and Implementation
Main responsibilities

- Implement content strategy and roll-out of learning solutions suitable for multiple target groups.

Dates **JULY 2011 TO JANUARY 2013**
Organization Alcatel-Lucent University
Position EMEA Learning Solution Architect Manager
Main responsibilities

- Bring innovation to the learning arena.
- Keep the creativity / innovation spirit alive.
- Main entry point for EMEA region for learning requests coming from internal business stakeholders.

Dates **OCTOBER 2011 TO OCTOBER 2012**
Organization Asociación Española de Egiptología
Position Board Member
Main responsibilities

- Library and Digital Resources Management.
- Community Manager.
- Lead the technological innovation process.

Dates **MARCH 2010 TO JULY 2011**
Organization Alcatel-Lucent University
Position EMEA Sales Learning Consultant
Main responsibilities

- Analysis of EMEA business needs and objectives to design sales and marketing learning solutions to accomplish them.
- Global Sales training programs roll out coordination.

Dates **JANUARY 2009 TO MARCH 2010**
Organization Alcatel-Lucent Solutions & Marketing Iberia
Position Solutions and Marketing Communications Manager
Main responsibilities

- Manager of Alcatel-Lucent Madrid Laboratory & Demo Centre.
- Drive customer communications:
 - Design and roll out of the Iberia Marcom plan.
 - Develop solutions positioning and value proposition in customer's internal and external events.
- Collaborate with EMEA Marketing team for communications and knowledge transfer along 3 axes: sales / customers / media.

Dates	JANUARY 2008 TO JANUARY 2009
Organization	Alcatel-Lucent Sales Carrier
Position	Multimedia Applications Presales Engineer
Main responsibilities	<ul style="list-style-type: none"> • Business development for Multimedia Applications and Advertising end to end solutions for Telefónica of Spain.
Dates	APRIL 2007 TO JANUARY 2008
Organization	Alcatel-Lucent Sales Carrier Multimedia & Applications
Position	IPTV Presales Engineer
Main responsibilities	<ul style="list-style-type: none"> • Business development for the introduction of new features in the Telefónica Imagenio IPTV network, based on MiViewTV platform.
Dates	JUNE 2005 TO APRIL 2007
Organization	Alcatel Sales Support
Position	Access Division Presales Engineer
Main responsibilities	<ul style="list-style-type: none"> • Business development for successful opportunities: <ul style="list-style-type: none"> ◦ Deployment of Ya.com triple play network. ◦ Introduction of xDSL backhauling solution in Vodafone Spain. ◦ Field trial of GPON solution in Orange Spain. ◦ Deployment of IP DSLAM solution in Tele2. • Collaborate with Access Alcatel central team to plan prices strategy.
Dates	DECEMBER 2003 TO JUNE 2005
Organization	Alcatel Sales Support
Position	Access Division Presales Engineer
Main responsibilities	<ul style="list-style-type: none"> • Support to Project Management Iberia organization for Comunitel, Jazztel, Orange, Auna DSL network deployments. • Collaborate with Access Alcatel central team to plan new features introduction / fix of SW bugs / DSL network SW migration plans.
Dates	JUNE 2001 TO DECEMBER 2003
Organization	Alcatel Sales Support
Position	Access Division Presales Engineer
Main responsibilities	<ul style="list-style-type: none"> • Technical presales support to the Unbundling Local Loop RFQ / DSL expansion bids coming from Orange, Ono, Auna, Ya.com, Jazztel, Comunitel, BT & STA Andorra Telecom.
Dates	JULY 1998 TO JUNE 2001
Organization	Alcatel WLL Systems Competence Center
Position	Integration & Validation Engineer for Access Management Platforms
Main responsibilities	<ul style="list-style-type: none"> • Validation of Wireless Local Loop systems management platform, planning and designing automation tools.
Dates	DECEMBER 1997 TO JULY 1998
Organization	Alcatel WLL Systems PLM
Position	Technical Benchmarking Engineer
Main responsibilities	<ul style="list-style-type: none"> • Develop technical Competitive Intelligence reports about Alcatel WLL products v.s. our competitors products.
Dates	SEPTEMBER 1997 TO DECEMBER 1997
Organization	Matra Radio Systems
Position	Automatic Tests Developer
Main responsibilities	<ul style="list-style-type: none"> • To design the automatic test bed for validating radio products.

TRAINING

Summer 2013	MOOC Course: Archaeology Dirty Little Secrets by Brown University
Summer 2013	MOOC Course: Design Thinking by Stanford University
Spring 2013	MOOC Course: Introduction to Psychology by University of Toronto
Spring 2013	MOOC Course: Craft Course on Creativity by Stanford University
Winter 2013	MOOC Course: E-learning and Digital Cultures by The University of Edinburgh
Winter 2013	MOOC Course: Gamification by The University of Pennsylvania
Autum 2012	MOOC Course: Design of New Learning Environments by Stanford University
November 2009, 2010	Madrid FICOD (Feria Internacional de Contenidos Digitales)
November 2009	Alcatel-Lucent Leadership program for a new stage
June 2009	Selling Business Impact of Solutions - Pretium Partners
April 2009	Cloud Computing - Enter & Instituto de Empresa
February 2009	AEDEMO Seminario de TV
January 2009	Advanced Negotiation - Instituto de Empresa
July 2008	Creativity Training - Universidad Francisco Pessoa (Portugal)

PUBLICATIONS

- Amazon - CreateSpace - Tierra Roja, Tierra Negra - May 2012
http://www.amazon.es/Tierra-Roja-Negra-Armas-Villada/dp/1477504737/ref=sr_1_2?ie=UTF8&qid=1346860078&sr=8-2
- TM Broadcast - Publicidad Personalizada en TV - June 2009
- TM Broadcast Ingeniería y Tecnología Audiovisual - La Nueva TV Interactiva - January 2009
- BIT Abril - Mayo 2008 - Técnicas para mejorar la distribución de vídeo y TV IP <http://www.coit.es/publicaciones/bit/bit168/59-62.pdf>

SKILLS

- Leadership skill, personal drive, innovative thinking, creative writing.
- Teamwork: Winner with the Telefónica team of the Hercules Trophy competition, "La Terapia de la Publicidad 2009"
- Languages: Spanish (Mother tongue), English (fluent)

HOBBIES

- Friends, sports: cycling, kayak.
- Reading, writing, cinema, learning.