

SONIA CAROLINE BAPTISTA



PROFILE

I am a business developer and personal advisor for established companies and entrepreneurs. I help my clients build and develop their own businesses.

My clients get specific help and advice in developing their business concept, online marketing, fundraising of their projects, preparing analyzes and applying them to both strategic and hands-on business development.

With 20 years of experience from different industries I have performed business development for companies such as Copublica, Eventør, EpIQlearning, Hotel- og Restaurantskolen, Højskolen Østersøen, IBA, IBC, Marina Fiskenæs, Midtjysk Turisme, Syddansk Turisme, Vegflo Seeds, Vaner & Livsstil, Vejle fjord and Baptista Denmark.

WORK EXPERIENCE

BUSINESS DEVELOPER & PERSONAL ADVISOR

SONIA BAPTISTA - EMPOWER YOUR IDEA 2019 - PRESENT



BUSINESS DEVELOPER

BAPTISTA DENMARK 2012 - 2018

- Responsible for running and developing the consultancy firm's operations in the agricultural sector.
- The family business still exists and is operating with a profit.
- Operations in the East African vegetable seed market including pricing, marketing campaigns, innovative product development and financial management.
- Responsible for employee training in processes, IT & ERP systems.
- Established solid relationships with partners in Europe, USA, Japan, India and Africa.
- Responsible for budgeting, development and follow-up of KPI's, VAT settlement and preparing annual accounts.

PROJECT MANAGER & ADVISOR IN BUSINESS DEVELOPMENT

MIDTJYSK TURISME & SYDDANSK TURISME 2004 - 2011

- Advisor of start-ups and small-medium size companies in the tourism sector, development of business plans , concept development, marketing strategies, budgetting for Vejle fjord, Marina Fiskenæs, Sønderborg Turistbureau og Højskolen Østersøen amongst others.
- Produced analyzes of active tourism, including an analysis of Danish bike tourism which was used for establishing Giro d'Italia 2012 in Herning.

TEACHER, TEAM MANAGER & AUTHOR

FORLAGET PRAXIS 2003 - PRESENT

HOTEL- OG RESTAURANTSKOLEN 1999 - 2003

- Written chapters on Online Communications in Danish & English for use in the hotel and tourism educational sector.
- Published 3 books on Communications, Sales & Marketing and Hotel Security.
- Recognized team leadership and teaching which resulted in increased well-being and productivity amongst colleagues and students.
- Prepared and facilitated a True North Camp for a larger gathering of teachers and students.

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EDUCATION & COURSES

MSC. INTERNATIONAL BUSINESS DEVELOPMENT (CAND. MERC.)

SYDDANSK UNIVERSITET 2016 - 2018

The full-time study course was completed simultaneously with my full-time work as a business developer.

- Established good relationships in the research and educational environment.
- Final thesis on growth strategies passed with grade 10.
- Subjects Strategy, Change Management and Market Communication passed with grade 12.

HD AFSÆTNINGSØKONOMI

CEUS HANDELSHØJSKOLE 1997 - 2001

ERHVERVSPÆDAGOGIKUM

DEL København 2001

FUNDRAISING MANAGER

IBC Innovationsfabrikken 2019

ITC

- MSOffice and the ERP-systems e-conomic and QuickBooks
- Development and updating of websites, webshops, social media, newsletters and surveys
- Proof reading & Qwerty

LANGUAGES

- Fluent written and oral English and Danish
- Knowledge of German and French
- Good cultural understanding
- Strong communicator

PERSONAL

I am 50 and a Dane with roots in Goa India

My daughter of 17 years attends Aabenraa Statskole (High School)

I practice taekwondo and a member of the board of Aabenraa Taekwondo Club

CONTACT INFORMATION

Sonia Caroline Baptista

+45 51 92 62 16

scb@soniabaptista.com

www.soniabaptista.com

Facebook

LinkedIn