



Bet Guasch

Business Strategy & Data Analytics

Business and data professional with 6+ years of experience across digital publishing, B2B commercial strategy and business intelligence. Experienced in account management, pricing, profitability, cross-functional projects and data-driven decision making. Currently exploring the intersection of business, data, technology and the music industry.

Contact

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Skills

- Critical thinking
- Creativity & cultural curiosity
- Data-driven analysis
- Negotiation & relationship building
- Results-driven approach

Education

- Master's in Digital Marketing**
UOC (2022)
- Bachelor's Degree in Economics**
Universidad de Barcelona (2013 - 2019)
- Erasmus+**
Aarhus University, Denmark (2017)
- Secondary Education**
Colegio Manyanet Les Corts (2008-2017)

Tech skills

- Analytics:** Power BI, SQL, Excel
- Digital:** IA, Google Workspace, Microsoft Office, Canva
- ERP:** SAP, Odoo, Holded

Languages

- Catalan - Native
- Spanish - Native
- English - Professional

Experience

- Business Intelligence** 09.2025 - 04.2026
Decowood
 - Designed and maintained BI ecosystem for strategic business decisions: dashboards for P&L, sales, incidents, and product scoring
 - Developed SQL queries with cross-systems integration (Odoo, ERP)
 - Implemented complex DAX modeling and measure optimization
 - Presented data-driven analysis to inform strategic pricing decisions
- B2B Business Unit Manager** 01.2025 - 09.2025
Decowood
 - Strategic management of B2B sales channel with focus on margin optimization and process improvement
 - Change in commercial policies and impact analysis (2025: YoY +70%)
 - Cross-departmental coordination between sales, marketing, IT and finance
- B2B Sales** 09.2024 - 01.2025
Decowood
 - B2B account management
 - Optimization of pricing policies and discounts
- Digital Account Manager** 10.2020 - 09.2024
Editorial Planeta
 - Editorial strategy and content positioning across key digital platforms (Apple, Google, CdL, Nextory, Scribd) and library channels
 - Analyzed sales and consumption data to inform content positioning
 - Established pricing strategies for international markets aligned with regional demand
 - Coordinated marketing campaigns and content strategy with editorial partners and cross-functional teams
- Marketplaces Account Manager Assistant** 09.2019 - 12.2019
Tandem Up (by Elogia)
 - Content and marketplace strategy for national and international clients selling on Amazon
 - Analyzed product catalogs and sales data to optimize positioning and discoverability
 - Developed sales optimization strategies and data-driven recommendations to maximize performance
- Digital Account Manager Assistant** 09.2018 - 07.2019
Penguin Random House Grupo Editorial
 - Content positioning and pricing strategy for international markets
 - Coordinated marketing campaigns and editorial content selection across channels
 - Managed client relationships and promotional campaigns with cross-functional teams

Professional References

- Ion Vidaurreta**
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