

JASON PADINA

INTERNATIONAL COMMERCIAL & EXPANSION DIRECTOR

Healthcare & HealthTech | European Market Development | Iberia & UK

Jerez de la Frontera, Spain | Native English & Spanish | British citizen | Permanent Spanish resident
Full right to work in Spain & UK | Available for extensive European travel | jp@epadina.com | +34 676 090 290
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EXECUTIVE PROFILE

Commercial & Business Development Director with 20+ years of experience building commercial functions, opening markets, leading teams and scaling multi-site businesses across healthcare, industrial and technology-enabled services. Since 2022, has led commercial and business development for Esvidas, with additional commercial leadership of Adictalia following its integration into the group in 2025. Built the healthcare commercial system from the ground up - sales force, CRM, protocols, follow-up methodology, performance reporting and difficult-case management - while working directly with owners at board level on growth, market consolidation and national expansion. Earlier international experience includes market entry across Europe and Asia, multi-million-euro bids, board-level negotiation and overseas office launches. Combines healthcare sector knowledge with digital, entrepreneurial and cross-border commercial experience.

CORE EXPERTISE

International Commercial Strategy	European Market Entry & Expansion	Healthcare Commercial Growth
Business Development & Partnerships	Multi-site Sales Leadership	CRM, Pipeline & Conversion
Board-level Strategy & Reporting	Post-acquisition Commercial Integration	Digital Acquisition & Go-to-Market
Revenue & Occupancy Performance	Cross-border Negotiation	Team Build & Performance Management

SELECTED EXECUTIVE IMPACT

- Built a national healthcare commercial engine from the ground up, scaling Esvidas inbound lead flow from approximately 100 per month at appointment to approximately 1,200 web contacts per month in 2026.
- Lead commercial performance supporting a national treatment network of 6 residential centres and 34 supported-living properties, representing 280 places and approximately €7.5m in annualised revenue.
- Lead a 10-person sales and administration team and work closely with a 5-person marketing team; influence approximately €180k-€240k in annual Google Ads investment.
- Worked directly with ownership on a four-month market-consolidation strategy that culminated in the integration of the group's largest competitor, Adictalia, in September 2025; subsequently assumed commercial leadership of the acquired business.
- Supported board-level expansion and commercial launch of 4 residential treatment projects and 3 outpatient centres across Spain.
- Earlier international expansion experience includes opening operations in China, Romania and France, securing a €4m China project and developing multi-million-euro tender opportunities in regulated industrial markets.

PROFESSIONAL EXPERIENCE

Commercial & Business Development Director

Oct 2022 - Present

Esvidas Group (Esvidas & Adictalia) | Spain | National scope

Commercial responsibility for Adictalia added in September 2025 following its integration into the Group.

- Built the sales organisation and operating model from zero, including recruitment, CRM structure, sales protocols, follow-up cadence, task scheduling, standardised messaging, case escalation and performance KPIs.
- Directly manage 10 sales and administrative professionals and coordinate commercially with a 5-person marketing function across two healthcare brands.
- Grew Esvidas web lead volume to an average of approximately 1,193 contacts per month in 2026; Esvidas and Adictalia recorded 496 web admissions in January-September 2026.
- Oversee commercial performance across a network currently comprising 6 residential centres and 34 supported-living properties; the latest network analysis shows 93.8% residential occupancy and 91.4% supported-living occupancy.
- Work directly with owners at board level on business strategy, expansion, new-centre evaluation, partnerships, pricing/commercial decisions and capacity/occupancy priorities.
- Developed a structured multi-channel admissions approach covering digital acquisition, professional referral relationships, inbound conversion, follow-up and family decision support in highly sensitive situations.
- Following the 2025 integration of Adictalia, took responsibility for commercial performance and alignment of the acquired brand with the Group's wider sales methodology and reporting structure.

2017 - Present

Founder & Managing Partner - Commercial & Digital Strategy

fiREC Servicios Multimedia, S.L. | Spain | Parallel entrepreneurial venture

- Built a boutique digital and commercial services business from start-up to a viable operation within its first year, winning clients ranging from local organisations to larger corporate accounts.
- Lead commercial strategy, client acquisition and delivery across web, SEO, digital marketing, video/content and technology-enabled projects, providing hands-on understanding of digital demand generation and customer journeys.
- Manage client relationships, proposals, budgets, external specialists and end-to-end project delivery, combining commercial ownership with practical digital execution.

2007 - 2017

International Business Development Manager / Technology Manager

Alesur Group | Spain | Europe & Asia

Progressed from national Business Development Manager to International Business Manager; held Technology Manager responsibilities concurrently from 2014-2016.

- Led international business development across China, Romania, France, Portugal and other export markets, reporting within the executive management structure.
- Helped establish overseas operations in China, Romania and France; in Shanghai, coordinated supplier qualification, premises, recruitment, legal/logistics requirements and commercial negotiations supporting a €4m contract.
- Developed entry into major industrial and Oil & Gas vendor frameworks, generating invitations to tender for projects valued at more than €3m and negotiating with large corporate clients and international suppliers.
- Delivered board-level sales presentations and negotiations with major organisations including Delphi, Repsol and CNPC.
- As Technology Manager, led a clean migration of 60+ workstations to cloud infrastructure and supported BI implementation and SAP Business One feasibility work.

2001 - 2007

Owner | Commercial Development & Project Management

Productions 20/20 | Cádiz, Spain

- Built and managed a communications, web and video-production business, owning new business development, client relationships, proposals, project scoping and delivery coordination.
- Won public- and private-sector projects, including a local-government drug-awareness film and a Cádiz Tourist Board sponsorship/digital project.
- Managed the interface between client requirements and creative/technical delivery, developing the commercial and project-management foundations used throughout later roles.

1997 - 2001

Project Manager / Technical Operations

Bloomberg Television | London, UK

- Progressed from Technical Operator to management support and Project Manager in a high-pressure international broadcast environment spanning 5 channels, 5 languages and 10 London studios.
- Worked with a Technical Operations team of 21 and coordinated projects between Production, Engineering and European newsrooms.
- Created and standardised remote-camera deployment procedures enabling fixed-camera installations across Europe within a maximum two-week turnaround.
- Managed technical requirements, equipment procurement and multi-country coordination across London, New York, Frankfurt, Paris, Madrid, Rome and other locations.

EARLIER CAREER

Sales & Multimedia Systems - Focused Interactive Technology, Southampton, UK | 1995-1997

Client development, multimedia systems demonstrations, installation/training and commercial support.

Camera Operations / Graphics - Television Puerto, Cádiz, Spain | 1992-1994

Promoted to coordinate a six-person camera team; later given responsibility for studio sets and graphics.

EDUCATION & DEVELOPMENT

Master's Degree - Sales Management & Marketing | Ingafor Business School

BTEC HND - Audio Visual Communication | University of Portsmouth

Additional development: Psychology in Sales & Marketing | Change Management | Lean Management | Team Management & Motivation | ISO 14001 Environmental Management Systems

LANGUAGES & INTERNATIONAL MOBILITY

English: Native / bilingual **Spanish:** Native / bilingual **Work rights:** Spain and United Kingdom

Based in Spain with permanent Spanish residency and British citizenship. Available for frequent travel across Europe and the UK for market development, partner management, conferences and commercial expansion.