



ID-48399

Madrid

Professional Profile

Economist with more than seven years of experience in sales, specifically in FMCG Companies and experienced in leading high performance teams. A Sales leader, that excels in lead generation and initial contact with prospects. Through effective communication, fast rapport with clients and team members is always a priority for me. My experience has helped me develop strong leadership and prioritization skills achieving measurable results in productivity and efficiency. A team player ready to take ownership and drive results, always improving by identifying root cause and analyzing data to create better service and solutions to customers; Believer of meritocracy and that we have to lead by example.

Professional Experience

EUROPASTRY

Apr 2018 – Currently

Business Development Representative

- Development Key Account Regional (Panissimo, Espans)
- Prospecting.
- Business strategies.
- Add new clients to database.
- Introduce new products and company strategies.
- KPI's verification and control.

Achievements:

- Annual goal (Bread 100,5% and total area 100,2%).

SANTALUCIA SEGUROS

Sep 2017 – Apr 2018

Multiproduct Business Development

- Prospecting.
- Sales Projects.
- Tax Advice.
- KPI's verification and control.
- Field development.

Achievements:

- Sales goal every month (Sept 110%, Oct 105%, Nov 106%, Dec 174%, Jan 144%)
- Quarterly goal (124%)

AMBEV (CA CERVECERIA REGIONAL)

Regional Key Account Manager

(CA Cerveceria Regional)

Oct 2013 – Apr 2017

- Manage all region and national accounts located in the region area.
- Manage wholesalers located in the area.
- Create marketing and sales strategies for increased sales and improve KPI's.
- High performance negotiation with account buyers.
- Prepare sales and volume forecast to support budget and planning cycles.
- Perform any and all necessary functions to ensure that regional retail sales meet objectives.
- PDCA

Achievements

- Increased of 120% in our market share, from 2.4% to 5% in a 12 month period.
 - Increased our clients number in our database from 140 to 184 in a 24 month period.
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Team Leader III (CA Cerveceria Regional)

Aug 2011 – Oct 2013

- Supervise and lead all areas of the state.
- CRM with all clients within they are in our database or not.
- 5-5 coaching with all the team.
- KPI's Compliance.
- POP on site.

Achievements

- Sustained increase in sales all years (7% average/year).
- Increased of 12% of our database clients.
- Winner of the assessment for promotion to Regional Key Account Manager with participation of the best team leader of the country.

Team Leader I (Compañía Brahma C.A.)

Oct 2010 – Aug 2011

- Supervised half of the state area.
- KPI's compliance.
- 5-5 coaching with all the team.
- POP on site.
- CRM with all client within they are in our database or not.

Achievements

- Overcome 10000 boxes for first time in the area.
- Increased of 10% of our database clients.
 - Winner of the Best Supervisor Award for six times in a row.

Education

Universidad de Carabobo, Venezuela	Oct 2004 – Aug 2010	<ul style="list-style-type: none"> ▪ Economist
Inested International Group	Jun 2014 - May 2015	<ul style="list-style-type: none"> ▪ Development of Skills and Attitudes to exercise the managerial and Supervisory Role
Europastry	Nov 2018 – Dic 2018	<ul style="list-style-type: none"> ▪ Power of the word

Abilities and Skills

Languages	Software	Personal
<ul style="list-style-type: none"> ▪ Spanish: Native ▪ English: B2 	<ul style="list-style-type: none"> ▪ SAP: Basic ▪ Microsoft Office: Advanced ▪ Microsoft Excel: Advanced 	<ul style="list-style-type: none"> ▪ Sales Management ▪ Business Development ▪ Marketing Strategy ▪ Team Management ▪ Wholesaler Management ▪ Key Account Management ▪ CRM ▪ Sales ▪ Negotiation Skills ▪ Leadership