
SALES MANAGEMENT AND BUSINESS DEVELOPMENT

Senior level sales management and business development executive with 20 years experience in prospecting new territories, establishing distribution networks, and revitalizing markets in and throughout the Americas. Highly analytical, clever, solution finder, with the tactical capacity and strong fiscal acumen necessary to use available resources to produce extraordinary results aligned with corporate business strategy and corporate philosophy. Respected leader with proven ability to mentor, motivate and empower team members. Articulate, persuasive multilingual communicator with strong technical and presentation skills and a comprehensive understanding of international markets and multicultural norms.

CORE COMPETENCIES

New Business Development
Supply Chain
Project Management
SWOT Analysis

Branding and Positioning
Communicating and Influencing
Distribution/VAR Channel Sales
Key Account Management

Cross-Cultural Marketing
Sales Presentation/Closing
Negotiation/Strategic Alliances
P&L/Operations Management

PROFESSIONAL EXPERIENCE

FOUNDATION FITNESS INC, Portland, OR

2010 to Present

Foundation Fitness is a manufacturer of indoor cycles and a value added re-seller of Free Motion Fitness, the commercial division of ICON Health & Fitness, serving the Western US and Latin America.

Vice President of Business Development

- Masterminded and executed **strategy for Latin America which resulted in 400% revenue growth** within the first year of plan's inception.
- Created extensive partner network, with an emphasis on **key contacts** resulting in a noticeable increase in brand awareness throughout the region.
- Implemented **country specific selling strategies** which allowed us to penetrate highly competitive and concentrated markets.
- Responsible for **finding and analyzing business expansion and partner licensing opportunities** as well as providing business plan rationale outlining the risk versus expected ROI.
- In charge of **determining the best distribution approach** for each individual country given the prevailing competitive landscape, economic and political climates, with consideration for industry specific tariffs and import regulations.
- Accountable for **developing regional budgets and sales forecasts**, managing marketing and distribution activity, and delivering all action and business strategy plans for Latin America.
- Entrusted with seeking out and evaluating which partnerships and strategic alliances are worth pursuing based on company's core competencies.

ENTERPRISE FLEET MANAGEMENT, Miami Lakes, FL

2009 to 2010

Enterprise Fleet Management, a division of Enterprise Holdings provides mobile resource management solutions to medium to large companies by helping them control one of their largest capital expenditures.

Account Executive

- **Captured largest account of the year, in territory**, by seeking out and establishing connection with key decision maker, showing him a cost benefit analysis, and influencing urgency for our services.
- **Launched multi-lingual, multi-cultural marketing campaign** designed to advance Hispanic market penetration and as an outcome of its success was appointed as the liaison to Latin Builders' Association.

NAUTILUS, INC. - formerly **StairMaster**, Vancouver, WA

2000 to 2009

Nautilus was a leading fitness product manufacturer which produced and marketed Nautilus, StairMaster, Schwinn, Universal, and Bowflex brand equipment, reaching global annual sales of \$680 million in 2007.

Sales and Marketing Director – Latin America, Caribbean, Canada, and South Florida

- **Increased Latin American territory revenue by 414% in a seven year period, from \$780,000 to \$3,600,000**, by recruiting and establishing profitable distributorships throughout region.
- Responsible for **expanding company with strong grassroots marketing, aggressive sell through promotion strategies and coordinating direct shipments from China** in order to save on duties and shipment costs.
- Assumed responsibility for South Florida market when distributor abandoned territory. **Increased profitability by 25% by combining markets and improving supply chain management.**
- **Spearheaded introduction of Bowflex to Mexican market via infomercials.** Initiated joint venture with multinational firm to handle call center and order processing, resulting in an \$800,000 sale.
- Established solid partnership with Miami Dade Fire Rescue, resulting in a **\$435,000 order** making Nautilus the preferred fitness provider of the largest fire department in the Southeast United States.

RINKER MATERIALS EXPORT, Miami, FL

1996 to 1997 and 1999 to 2000

Rinker Materials Export was the Latin American and Caribbean division of Rinker Materials. Rinker Materials, now part of CEMEX, is a global construction products manufacturer.

Sales Consultant

- **Increased sales by 300%** by tapping into unexplored markets and reviving dormant accounts.
- **Improved public perception and company's image** to restore vendor confidence in company's ability to promote their products during a transition to a new sales director.
- **Increased gross profit margins by 10% in first year** by tapping into local exporter market.
- **Re-established business connections with alienated customers** to redirect their business to our company which resulted in \$300,000 of new business during my initial three months of employment.

SYMONS CORPORATION, Des Plaines, IL

1997 to 1999

Symons is the leading manufacturer of concrete forms and a global supplier of construction systems.

International Account Manager

- **Increased annual sales 21%** from \$650,000 to \$790,000 (1997-1998) **and an additional 7.5%** to \$850,000 as of November 1999 by **expanding product recognition and distribution** throughout Latin America and the Caribbean via customized training videos and seminars for multi-cultural markets.

APPOINTMENTS

NUBOARD MEDIA, Atlanta, GA - **Advisory Board Member**

2001 to Present

Nuboard Media offers a unique advertising vehicle which places sponsor's brand in direct contact with the sports fan by adhering promo packages on venue seats providing a vivid, event-specific, multipurpose takeaway. Unique product that is able to generate advertising revenue from an otherwise unutilized space.

FORMAL EDUCATION & TECHNICAL SKILLS

Master of Business Administration - UNIVERSITY OF FLORIDA, Gainesville, Florida

Bachelor of Science – FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida

Translation-level fluency in **English and Spanish**. Read and Speak Business Level **Portuguese**.
Expert proficiency in **MS Word, Excel, Outlook, Project, PowerPoint** and **CRM**.
Currently enrolled in **Project Management** course to take **PMP** exam