
Blanca Cerro Somolinos

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Summary:

More than 20 years' experience in account management, marketing, and category management, specifically at FMCG multinational companies in Europe. Strong negotiation and analytical skills to help achieve top and bottom-line objectives. Possess deep customer engagement mindset to lead a sales team and build strong and long-term relationship with customers, growing sales with a P&L focus. Since July 2019 living in Weston, Florida and authorized to work in the US. No VISA sponsorship required.

Work experience:**McCAIN FOODS 2000- Jun 2019****Commercial Director Retail Spain and Portugal****Jul 2018- Jun 2019**

+80% EBIT YoY growth over a total revenue of \$10 million

- Led a five-person team that included three key account managers, one category management and one sales assistant.
- Determined annual operation plans per country: volume, turnover and gross profit by implementing channel and customer strategy.
- Participated and defined the strategy and priorities for the region, according to the crop's situation (volume, quality and price), product development opportunities and profitable expectations.
- Developed and implemented procedures to achieve new products fast listing in Retailers assortment.

Category Director Retail Mediterranean Region**Jan 2017-June 2018**

- Transformed retailer's perception about frozen potatoes, from a commodity to an added value category, by listing premium SKUs based on consumer insights.
- Implemented a completely different layout in frozen potatoes category at top retailers, based in consumption occasions.
- Changed mindset of sales team in negotiating with retailers, from sales negotiation to collaboration and category development.

Sales & Marketing Director Retail Spain & Portugal**Jan 2011 – Dec 2016**

Delivered +20% CAGR, while improving Gross and Ebit Margins

- Determined annual operation plan per country, volume, revenue and gross profit plans by implementing marketing, channel and customer strategy.
- Created annual brand growth driver plans incorporating pull marketing, pricing, and innovation.

- Gained 1st leading Spanish customer, Mercadona, thanks to an ad-hoc 360° strategic offer involving R&D, Marketing and Category Management support.
- Improved profitability, reducing rebates and off discount agreements via negotiation of new commercial approach.
- Lead and participated in European negotiation of international customers, such as DIA, Carrefour and Auchan Group.

Supply Chain & Customer Service Director Spain

March 2009- Dec 2010

- Achieved 8% savings in transportation costs by consolidating shipments and renegotiating terms.
- Improved supply chain model eliminating in transit storage, reducing costs and lead times.
- Introduced customer satisfaction surveys to identify pain points and improve procedures.
- Improved sales forecasting procedures to reduce stock outs.

Marketing Manager Retail, Food Service & QSR Iberia

2000 – 2009

Develop McCain as market leader in Frozen Potato market reaching 30% market share.

- Responsible for planning, development and implementation of all marketing strategies, communication and new product development.
- Coordination of advertising strategies and Media campaigns with different agencies managing a Media budget of 2Million €, achieving a 38,2% of top of mind (+12 ppt) and a 38,5% of Brand Awareness (+10 ppt).
- Created and executed go-to-marketing strategies enabling to meet commercial objectives by providing sales tools argumentation, training and promotional plans.
- Extension of range portfolio with new breakthrough potato products and new categories (snack & appetizers), gaining 24% of turnover and 30% of gross profit contribution.
- Loyalty programs implementation in main Food Service wholesalers, distributors and key customers.

PHILLIP MORRIS SPAIN

1996 - 2000



PHILIP MORRIS SPAIN

Business Development Supervisor, responsible for Marketing Research, managing a total budget of 1Million €.

- Designed and coordinated qualitative and quantitative researchers, national and international, ensuring its viability, truthfulness, accuracy and proper execution at a specific time and a reasonable cost.
- Worked with Marketing team for testing pre and post-test new advertising campaigns.
- Oversaw new products development coordinating local and international teams.
- Customer Market Intelligence coordination and deal with market data agencies and delivery reports to the board.

UNILEVER SPAIN 1993- 1996



Product Marketing Manager

- Managing the entire product line life cycle from launch to tactical support.
 - Responsible for Kitchen cleaners and Home Care products introduction for Iberian Market reporting to Marketing Director.
 - Conduct annual sales budget, quarterly forecast, calculation of sales, and margin analysis per product family.
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Education:

- McCain Leadership Program at McCain International (2015)
- Kaizen activity program at McCain International (2014)
- McCain Train the trainers & Coach program at Blueprint EU
- Executive Program (PDD) at IESE Business school (2007)
- Executive Program at CEOE Campus (1993)
- BSc in Economics at Universidad Complutense (1992)



Other:

- Fluent in English and Spanish native speaker. Intermediate level of French.
- Advanced knowledge of Microsoft Office (Excel, PowerPoint, Word, SharePoint) and analysis software (SAP, Nielsen, IRI, Publinfo, Focus).