

SENIOR LEADER – COMMERCIAL SALES & OPERATIONS

General Management | Strategic Planning | P&L Leadership | Business Development

- Skilled, entrepreneurial operations and sales leader experienced at building multinational organizations.
- Proven success in business development with top-tier clients via direct and channel relationships. Strong ability to cultivate and convert collaborative partnerships with client C-level decision makers across a variety of sectors.
- Internationally and cross-culturally focused. Fluent in English, Spanish, and French.

SKILLS & COMPETENCIES: P&L Ownership | Vision Definition | Strategic Planning | Goal Setting | B2B Client Relationship Management | Account Management | Sales | Marketing | Manufacturer Representation | Merchandising | Business Development | Territory Management | Major Accounts | Channel Development | Growth Acceleration | Contract Negotiation | Logistics | Service Optimization | Project Management | Client Engagement | Business Analysis | Forecasting | Inventory | Performance Coaching | Training | Influencing | Microsoft Word, Excel & PowerPoint | Customer Relationship Management (CRM) Systems

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS**INTERMAS GROUP:** Miami, FL

2017–Present

Area Sales Manager – North & South America, Industrial & Agriculture Divisions

Direct demand creation, consolidation, and sales of industrial filtration (air, water & oil), protection, composite, and multipurpose application market solutions as in-market lead representative with a global manufacturer. Prospect clients across North and South America, with responsibility for lead generation, sales cycle management, B2B contract negotiation, and service delivery leadership.

- **Explored lately new prospects in the Agriculture division.** Detected several strong potential customers in FL state and finalized some businesses with a customer in the Midwest.
- **Developed partnerships in South America in less than a year for \$400,000.** Grew and strengthened businesses in multipurpose and filtration applications in Argentina, Colombia and Mexico.
- **Grew business in the past 5 years to \$4M.** Consolidated businesses in the filtration, protection & separation and composite markets by increasing sales with current clients and also opening new accounts for our portfolio (Pall Inc., Industrial Netting, ADM, etc.).
- **Quickly generated \$200K in annualized revenues by securing contracts with Hydac and Hengst.** Cultivated potential book of business with other clients in the aviation, renewable energy, automation, and air filtration markets.
- **Solutions finder and problem solving approach.** Detected application and project issues and presented satisfactory and reliable solutions.
- **Established channel network across regions.** Qualified, selected, and on boarded partners, driving evaluation process and ensuring strategic alignment with Interimas' global business.
- **Presented to the business unit manager on business operations.** Delivered comprehensive presentations on P&L performance, strategic planning, and business forecasting.

KENDU, INC.: Miami, FL

2017–2017

Account Manager, Sales Operations

Spearheaded market development and growth for global manufacturer of light box displays and graphic frames used in retail and commercial applications. Led strategic planning; conducted lead generation; managed consultative B2B sales and business development; and project managed manufacturing and placement of client design projects. Developed potential client network of clothing brands, retailers, design firms, banks and other companies.

CALLINGTON INC.: Miami, FL

2016–2017

General Manager – Americas & Europe Regions

Led regional operations and B2B sales activity as strategic P&L owner for North American, South American, and European markets with global provider of chemical products utilized by the aviation industry. Directed multinational team of 4 sales representatives, network of in-country channel representatives, and international 3PL logistics

operation. Developed go-to-market strategies, and stimulated demand and influenced sales via lead generation and conversion, client engagement, strategic account management, and product training.

- **Delivered top-tier sales performance, generating 15% increase in overall sales (from \$3.5M to \$4.0M+)** in 6 months via client relationship management, channel development, and trade show promotions.
- **Successfully established new selling accounts** with Aeroméxico, SkyWest Airlines, and LATAM, and retained or grew accounts with American Airlines, Delta Airlines, UPS, FedEx, and other cargo companies.

MAGEFESA USA, INC.: Miami, FL
General Manager – U.S. & Canada

2007–2016

Recruited to direct company's entry into U.S. and Canadian markets for Spanish manufacturer of high quality cookware products as the region's first employee. Responsible for building and executing strategic go-to-market plan for creation of company operating structure, and sales, marketing, business development, logistics, and customer support infrastructure. Managed internal team of 3, and 5 outside channel representatives.

- **Quickly brought operations online in alignment with corporate vision.** Established corporate structure and 3PL logistics network and collaborated with senior leadership to tailor product lines to local markets.
- **Grew business from inception into \$3.6M region.** Built clientele in retail and hospitality sectors via creation of channel network, RFP management, and development of selling relationships with buyers.
- **Hired and developed staff through coaching, product training, and one-on-one career planning.**
- **Established channel network across regions.** Qualified, selected, and on boarded partners, driving evaluation process and ensuring strategic alignment with Megefesa's product vision.
- **Secured distribution through Costco and Sam's Club generating \$500K+ annually** via cross-functional collaboration with corporate brand teams to develop and deliver differentiated, value added products.
- **Negotiated placement directly and through channel partners into several thousand points of sale,** including Amazon, T.J. Maxx, Bed Bath & Beyond, and regional casinos, hotels, and grocery chains.
- **Presented to CEO and Executive Leadership team on business operations.** Delivered comprehensive presentations on P&L performance, strategic planning, and business forecasting.
- **Collaborated on creation of Magefesa's North American website.** Partnered with and influenced the corporate headquarters team on brand messaging, site configuration, and product assortments.

EDUCATION & CERTIFICATION

FLORIDA INTERNATIONAL UNIVERSITY: Miami, FL

Master of Kinesiology & Exercise Science Degree. Graduation: 09/2021

NCSF Personal Trainer

FLORIDA INTERNATIONAL UNIVERSITY/CHAPMAN GRADUATE SCHOOL OF BUSINESS: Miami, FL

Master of Business Administration (MBA) Degree. Graduation: 09/2011.

UNIVERSITY OF THE BASQUE COUNTRY: Bilbao, Spain

Postgraduate Certificate in International Trade

Bachelor of Economics Degree in Industrial Economics – Erasmus study abroad program at University of Reims Champagne–Ardenne, France

COMPETITIVE ATHLETICS & SPORTS EXPERIENCE

COACHING:

- **Ransom Everglades Swimming Coach** 2022-Present
- **U.S. Masters Swimming Level II Coach** 2022-Present
- **USA Triathlon Level II Coach** 2015-Present
 - Assistant coach at Tri2One
 - Focusing on swimming athletes' technique development and open water swimming skills
- **Soccer: "El Pilar" High School indoor soccer.** 1993-1995

• **Swimming Courses Attended** 2020-2021

- Sara McLarty: Professional Athlete Swim & Triathlon Coach.
- Shelly O'Brien: USA Triathlon Level III Elite Development Coach.

ATHLETE/SOCCER PLAYER:

- **Triathlon:** competed 25+ Olympic, Half-Ironman, and Ironman triathlons (swimming, cycling & running)
Long-distance personal record: 10h20'.

• **Soccer (Goalkeeper)**

- Tournaments in Miami-Dade area 2007-2013
- Regional Preferente de Vizcaya (Spain) at CD Txurdinaga 1995-2001
- Segunda Regional de Vizcaya (Spain) at CD Txurdinaga 1990-1995
- Indoor soccer at French High School Bilbao 1985-1990