

J.J. DE LA LLERA

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KEY ACCOUNT MANAGEMENT / CHANNEL PARTNERS / SALES

Professional Summary: Focused, driven Key Account Manager and multilingual technical sales professional with demonstrated experience identifying new growth opportunities in the industrial manufacturing sector, responsible for all aspects of sales management and leading large complex sales projects with cross-functional teams; sales leader with strong people skills and a focus on continuous improvement and strategic direction in market development and customer facing roles through the sales funnel; track sales opportunities via key metrics and the health of the sales pipeline with an eye targeting future business development; able to work cross-functionally in a collaborative manner to accomplish organizational goals; very open-minded and well-traveled individual that can work remotely and thrives in fast-paced environments.

Skills and Expertise:

Channel Partnerships	Product Development	Project Management	Team Leadership
Business Development	Industrial Sales	Strategic Planning	Training / Coaching
Account Management	Customer Retention	Adaptability	OEM Sales
Market Development	Communication	International Sales	Customer Engagement
Sales Pipeline	Cost Control	Revenue Growth	Trade Show
Forecasting	Sales Presentation	Contract Negotiation	Data Analysis

Career Highlights:

- Increased key OEM account sales revenue by 58% in a one-year period (2022).
- Led the development of 8 channel partnerships in the U.S. and 6 international markets.
- Chosen to speak at the Toshiba User's Group Conference (2022) – benefits of Lectrodryer systems in the power and nuclear industry.

Education and Technical Skills:

- **Degree:** Bachelor of Business Administration (BBA) – International Business, Eastern KY Univ.
- **Certifications:** International Commerce Specialist (NCBFAA), Microsoft Excel Skills for Business (Macquarie University).
- **Languages:** English (Native), Spanish (Native), Catalan (Native).
- **Technical / Software:** Google Suite, Epicor ERP, SAP Ariba, Microsoft Office Suite: Word, Excel, PowerPoint, Outlook.

PROFESSIONAL EXPERIENCE

Lectrodryer, LLC - Lexington, KY

Nov 2018 – Present

OEM Key Account Manager

- **Company / Role:** Report to the Sales and Marketing Director as the OEM Key Account Manager for this leading global provider of purification and drying equipment in the energy sector; 180 staff generate \$40M annually.
- **Financial Management:** Managed an OEM revenue stream between \$6MM-\$8MM/year, built quarterly sales forecast and pipelines, monitored expenses and allocated resources, delegated tasks while achieving end goals, managed the RFI, RFP and RFQ submissions, led internal cross-functional teams across multiple disciplines.
- **Leadership:** Led development and training of 8 channel partners (2 domestic representatives and 6 international distributors) in western U.S., Mexico, Saudi Arabia, Spain, Argentina, South Korea, and China; coached / mentored 2 internal technical sales reps.

- Led as OEM Key Account Manager supporting world's biggest supplier of gas turbines (GE), contributing 15-20% in total company sales revenue annually.
- Oversaw, supervised, and led the growth and development of 2 other company accounts.
- Developed market penetration and growth opportunities, secure long-term contracts, increased revenue by expanding scope of supply and executing cost reduction analysis, met and exceeded customer expectations, managed pipelines, as well as financial and contract negotiations.
- Led new OEM sales projects, managed deliverables, ensured budget objectives, collaborated closely with suppliers and OEMs and oversaw cross-functional teams all throughout the full life cycle; directed 50-70 yearly projects successfully delivered.
- Utilized management experience to strengthen the business development of existing and potential customers at a global scale, as well as with 2 domestic and 6 international channel partnerships across NA / APAC / EMEA / LATAM markets.

Key Results:

- Increased key OEM account sales revenue by 58% in one-year (2022); secured the largest long-term contract (in sales volume) resulting in a 95% increase in new key account sales.
- Negotiated 150+ contracts with key OEM customers, as well as C-level executives from major industry players within the energy sector.
- Developed a new OEM partnership to enter the No. American market with a new product line forecasted to increase annual sales revenue for this line by 50-60% within the next 3 years.
- Penetrated 2 new markets (Spain and Mexico) with a new product line resulting in a 15% annual product line sales revenue increase (2021).
- Led the development of 8 different outside sales teams and 3 accounts; organized and participated in 31 industry related trade shows and technical conferences.

Lectrodryer, LLC - Lexington, KY

Mar 2016 – Nov 2018

Market Research Analyst

- **Company / Role:** Report to the Sales and Marketing Director as the Market Research Analyst for this leading global provider of purification and drying equipment in the energy sector; supported 2 different divisions within the company.
- **Financial Management:** Conducted market research analysis for product feasibility on key international markets, developed forecasts and supported RFIs, RFPs, and RFQs.
- **Leadership:** Trained internal sales team on market certifications requirements and new sector trends / standards; engaged strong communication to motivate team for departmental execution.
- Researched national and international markets and conditions to assist in the development of marketing and sales strategies and product expansion into European and Asian markets.
- Conducted economic and market analysis, assessed product feasibility and monitored the effectiveness of marketing and sales strategies.
- Determined product needs and market demand as well as analyzed energy industry data for pricing structure, market penetration and marketing and sales strategies.
- Accelerated trade and economic development with integrity in Kentucky through collaboration with the World Trade Center Kentucky.

Key Results:

- Identified Spain's potential for company's refinery product portfolio that led to the award of a \$1MM+ project with one of the largest Spanish multinational oil and gas companies.
- Played committed key role in reducing material cost by 12% for European certified products (ATEX) by managing P&L and by strategically helping procurement and engineering teams.
- Assisted cross-functional teams across multiple disciplines with the standardization of the heat-treating product portfolio, leading to cost savings of 14% across the entire product portfolio; this was accomplished by conducting cost analysis, standardizing BOMs and reducing labor hours across operations.