

# Ricardo Cromeyer

Senior executive in sales and marketing

Costa Rican resident

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## Summary of qualifications

- Senior executive in sales and marketing.
- Expert in business launching and expansion.
- Wide experience in services & business administration, project management, sales, and marketing.
- Extensive career in North, Central, Caribbean, and South America markets.

## Skills

Effective negotiation	★★★★★
Direction, planning, implementation	★★★★★
Leadership and communication	★★★★★
Organization and entrepreneurship	★★★★★

## Work experience

INPLASA (HONDURAS, COSTA RICA) 2017 – Present

### Marketing Research

Marketing research for: Costa Rica, USA, El Salvador, Guatemala, Nicaragua, Dominican Republic, and Panama. Selling Strategy definition for flexible package for each country. Leads identification and selling incursion. Business trends and opportunities assessment for the three countries. Key achievements: Global customer winning: Nestle, Frito Lay, Nutresa, P&G.

ALL FOODS, INC. (NUEVA YORK, ESTADOS UNIDOS) 2014 – 2017

### General Manager

Management, planning, creation and implementation of strategies for the US market in sales, logistics and distribution of food aimed at ethnic communities. Focus on the opening and development of new customers, supermarket chains and distributors. Achievement of 27% of the annual sustained growth in sales. Training of sales teams focused on exceeding established budgets. Affirmation of customer engagement with the brands we distribute (brand loyalty).

SKY CODOSAT (COSTA RICA) 2011 – 2014

### Country Manager

Legal Representative for CODOSAT. Responsible for the successful operation of the business platform of this company, including: Operations, control, direct-to consumer, POS, Finances, Call Center, Administration, Sales Department, Customer Service, and distribution network. I increased sales in this market by 32%, reduced fixed costs by 27%, expanded distributor network by 25%. I supervised and directed 235 persons. I coordinated advertising and call center and restructured departments to optimize human resources.

CONSPRO CORP. (PUERTO RICO)

2004 – 2011

**Sales Director**

Responsible for increase in market share in the industrial, hardware and constructions sectors. First exports of the company to Central America, Panama and Caribbean regions, for a total of ten new markets of retail outlets and hardware chains. Increase sales by 29% annually in the hardware sector.

SMALL BUSINESS ADMINISTRATION (PUERTO RICO)

2003 – 2004

**International Commerce Advisor**

Agency Federal of United States of America.

Evaluation of small business cases and advising with regards to export potential. Three successful cases. Advising of participants regarding business development plans designed to secure funding. Perform feasibility studies. Report directly to President for SIGMA/Q in corporate headquarters located in San Salvador; supervising 120 area-management employees in all plants. Opening of operations and new sales office in Puerto Rico in 1992 and Dominican Republic in 1999. Sustained annual growth, acquiring 32 corporate accounts in the Caribbean.

UNIQUE PACKAGING INC (PTO RICO Y REP DOMINICANA) 1992 – 2002

**General Manager for Puerto Rico/Caribbean**

Report directly to President for SIGMA/Q in corporate headquarters located in San Salvador; supervising 120 area-management employees in all plants. Opening of operations and new sales office in Puerto Rico in 1992 and Dominican Republic in 1999. Sustained annual growth, acquiring 32 corporate accounts in the Caribbean.

SIGMA Q (EL SALVADOR)

1991 – 1992

**Director Comercial para Latinoamérica**

Creation of the Export Department for 24 plants in 4 countries. Opening of 3 markets of the Southern Cone for various packages. Design and implementation of marketing strategies for each factory. Promotion to Puerto Rico as General Manager.

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**Education**

INSTITUTO TECNOLOGICO Y DE ESTUDIOS SUPERIORES  
MONTERREY, MÉXICO (EXTENSION MIT MASSACHUSETTS)

**MBA emphasis in International Marketing**

**Bachelor degree in Business Administration**

**Lecture  
Experience**

UNIVERSIDAD INTERNACIONAL DE LAS AMERICAS Y UNIVERSIDAD AUTONOMA  
DE CENTRO AMERICA (COSTA RICA)

**Introduction to Marketing (for freshman students)**

ORAL ROBERTS UNIVERSITY (TULSA, OK, USA)

**Economics for Spanish Masters Program**