

# Brian Alcantara

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Business Intelligence | CRM Administrator | Sales Operations | Sales Process Manager

## PROFESSIONAL SUMMARY

Global manufacturing sales professional with over 10 years B2B sales experience passionate about improving sales processes and streamline operations. Awarded and recognized at every company as well as having met every KPI assigned. Comfortable working with cross-functional teams and across all organizational levels to ensure alignment on goals, exceed sales and meet stakeholders' satisfaction.

## AREAS OF EXPERTISE

Sales Process Optimization	Microsoft Dynamics CRM	CRM Migration	Salesforce CRM Admin
CRM Reports	Tableau ( <a href="#">Public Portfolio</a> )	Sales Analytics	KPI Tracking
CRM Dashboards	ERP Systems	Sales Budget & Planning	Cross-functional Teamwork
Redshift & BigQuery	SQL Queries	Excel Pivot & Vlookups	Project Management
Product Development	Industry Marketing Strategy	Sales Strategy	Sales Training

## PROFESSIONAL EXPERIENCE

**Business Development Industry Manager**, Misumi USA, Irvine, CA | February 2024 – Present

*Global manufacturer of factory automation products promoted internally to grow sales in the Warehouse Automation and Packaging Industries.*

- Enabled the sales team to grow over 10% YOY with a national targeted industry account compared to an industry growth rate of less than 5%.
- Successfully negotiated and signed contracts with two multi-billion-dollar packaging companies, establishing our organization as a preferred supplier for both.
- Identify sales targets, develop and implement sales strategies and sales training for the sales organization to meet business goals and sales objectives within the industry.
- Travel jointly with account managers to train, give sales feedback and improve sales message.

**Senior Account Manager**, Misumi USA, Irvine, CA | July 2022 – February 2024

*Global manufacturer of factory automation products promoted to manage a larger customer base of all industries including Semiconductor, Medical, Automotive, Packaging, Defense. Agile Product Owner for CRM transition project to Salesforce CRM.*

- Increased key account revenue by 15% YOY, managing a \$4.5 million sales territory.
- Sole Salesforce administrator for the company collaborating with sales, marketing, IT, executive management departments, and outside consultancy to develop a customized end-to-end Salesforce platform and streamline back-office operations.

- Met with users to gather information, organize detailed requirements, and identify user needs to execute a CRM transition project schedule using Agile project management framework.
- Planned, adjusted, and managed project schedules and checked off tasks and project milestones. Collaborated sprint planning, stories, stand up meetings, sprint retrospectives.

#### **Account Manager - Medical, Misumi USA, Irvine, CA | August 2018 – July 2022**

*Global manufacturer of factory automation products recruited to manage grow revenue at key medical accounts in the Southwest part of the country with long project cycles and rigorous requirements.*

- Awarded for Top Opportunities in the department in 2020.
- Awarded for most software downloads by customers in 2019.
- Managed a medical device and automation territory, driving sales to exceed \$2 million in revenue and achieving a 39% year-over-year sales growth in 2020.
- Used tools such as pivot tables and data driven sales metrics to increase product cross-selling and presented data analysis best practices within sales.

#### **Senior Account Representative, Mitsubishi Materials USA, Fountain Valley, CA | May 2017 – Aug. 2018**

*Global manufacturing company promoted to senior role to replace vacant department manager.*

*Manager in role and responsibility decided sales budgets, pricing and margin, product development, marketing, managed product stock levels, delivery schedules.*

- Increased year-over-year sales 6% compared to an industry annual growth rate of 3%.
- In collaboration with manufacturing, created new products, qualified new suppliers and expanded product lines to increase opportunities to grow sales revenue.
- Renegotiated contract agreements for commission and incentives for outside reps to broaden sales force.

#### **Account Representative, Mitsubishi Materials USA, Schaumburg, IL | May 2015 – May 2017**

*Global manufacturing company selling fully custom capital goods to manufacturers as the eastern half territory account manager.*

- Closed projects on capital goods with a multi-year sales cycle requiring multiple presentations, negotiations, revisions, and follow-ups.
- Developed a process, problem-solved by sourcing new material and adapted a product used in the film, coating and electric vehicle industry to be used in the medical drug delivery industry.

## **EDUCATION**

University of California, Los Angeles | Los Angeles, CA

Bachelor of Arts

## **CERTIFICATIONS**

[Google Business Intelligence Professional, 2024 - Google / Coursera](#)

[Foundations of Project Management, 2023 – Google / Coursera](#)

[Salesforce Administrator, 2022 – Salesforce.com](#)

30 Hour Construction Certified, 2013 - OSHA