

# Hector Villaverde

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## Sales Professional – Account Manager

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*Energetic, enthusiastic, and experienced sales professional, graduate from Canadian university, with education and work experience in Canada and Mexico, combined with proven sales and account management in Canada, the U.S., and Mexico.*

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## EDUCATION AND TRAINING

- Master's in business administration – Royal Roads University, Victoria, BC, Canada, May 2003
- B.A. Major in Business Administration – Tec de Monterrey University, Culiacan, Mexico, June 1996

## EXPERIENCE

### Business operation

International Business Developer. 2013-present. Terranova Marketing Inc., Vancouver, BC, Canada. Manufacturers' Representative and Broker in the North American market (Canada, the U.S., and Mexico) for products such as: food packaging, labels and labeling equipment, canned food, frozen seafood, ready-to-assemble furniture. B2B/Wholesale only.

- Prospecting in Canada, the U.S., Mexico, Central and South America
- Follow-up sales leads via phone calls, emails, video conferencing, instant messaging, face to face meetings
- Travel domestic and international to meet with prospective buyers and customers at their facilities to discuss products' applications, programs, logistics, product flow through their process, discuss budget, decision-making
- Typical decision makers and customers dealing with: business owner, COO, procurement manager, marketing manager, sales manager, general manager, facility's manager
- Sales work is at least 50% prospecting, and the rest in account management
- Attend trade shows as visitor and exhibitor
- Identify market trends and opportunities
- Manage communication between Principals, and potential buyers and customers
- Coordinate logistics from manufacturing facilities to final destinations in Canada, the U.S., and Mexico: Schedule shipments, coordinate freight, prepare paperwork for customs
- Write contracts of service
- Manage accounts: from credit applications, customer set-up, purchase orders, production, scheduling shipments, to collecting
- Use of MRP system to enter sales orders, purchase orders, check inventory, enter and revise sales forecasts
- Write quotes and review costing: manufacturing cost, freight, customs brokerage, duties, etc.
- Use of own CRM system to manage sales "pipeline": notes, calendar, tracking progress
- Attend sales and operations meetings regularly to discuss orders, production schedule, quality issues, new product development, new customers, costs, sales forecast

### Sales Manager

International Sales Manager. 2010-2017. Packright Manufacturing Ltd. Langley, BC, Canada. Plastic packaging manufacturer serving the produce, and food processing industries.

- Develop customers in western Canada, western U.S., and general territory of Mexico
- Managed the company's most important account in terms of profitability
- My accounts represented 20% to 25% of the company's total sales
- Prospecting, following up sales leads, contacting and visiting potential customers, make presentations, negotiating pricing and terms, initiate and manage relationships with customers

- Costing products and programs and keep records
- Attend sales and operations meetings regularly to discuss orders, production schedule, quality issues, new customers, costs, sales forecast
- Follow up on new product development: concept, prototyping, pilot run, production tool
- Attend trade shows
- Develop sales strategy based on distribution channels, on-line presence and advertising, market conditions, competition
- Coordinate logistics: hire and coordinate freight, prepare customs paperwork
- Input data into MRP system: sales orders, purchase orders, sales forecast

#### Business operation

Product Broker. 2003-2013. mx-ca Marketing Company. Brokered products such as: food packaging, renewable energy equipment, food and beverage processing equipment, packaged coffee, professional diving wristwatches.

- Connect companies in Canada and Mexico to explore opportunities
- Meet with potential suppliers in Canada and Mexico
- Meet with prospective buyers at their facilities in Mexico and Canada
- Provide support on logistics and product costing
- Present information to suppliers to check for fit with potential buyers

#### Sales Representative

Inside Sales Representative. 2008. Shaw Communications Inc., Vancouver, BC, Canada

- Call current Shaw customers to offer additional services such as cable TV, internet, home phone, pay-per-view events
- Use CRM software to record and track progress
- Follow up with customers
- Coordinate and schedule service appointment with the technical department
- Re-direct customer calls to technical support representatives

#### Sales Representative

Sales Representative, Sinaloa State. 2000. Ferrocarriles Mexicanos, Culiacan, SIN, Mexico

- Account manager and sales representative in the state of Sinaloa for rail freight services
- Managed accounts of freight for: corn, cement, sugar molasses, vegetable oil, cars
- Requested quotes to corporate sales based on volume, product, season, type of equipment
- Work with station managers to get equipment (railcars) to customers' facilities

#### ADDITIONAL SKILLS

- Proficient in: Word, Excel, PowerPoint, and Outlook.
- Bi-lingual: Spanish / English
- Communications: verbal, written
- Customer service
- Time management
- Ability to work independently

#### OTHER COURSES

- Sandler Sales Training – Trainwest Management and Consulting, Burnaby, BC, Canada, July 2016-January 2017
- Diploma; Executive Management – Tec de Monterrey University, Culiacan, Mexico, 1997
- Diploma; Sales, and Marketing – Tec de Monterrey University, Culiacan, Mexico, 1997
- Dale Carnegie's Effective Communication - Jackson Cordoba & Assoc., Culiacan, Mexico 1993-1994