

Hector Villaverde

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Sales Professional – Account Manager

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.

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 and 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., Vancouver, BC, Canada. 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 on 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 head office based on customers' 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