

# Ramon Reyes

Miami, FL

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Authorized to work in the US for any employer

## Work Experience

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### **Managing Director**

TURIGLOBAL, INC - Miami, FL

May 2013 to Present

#### - RENTAL CAR BRANDS REPRESENTATION

- Responsible for leading the global expansion of major car rental brands with the development and maintaining of GSA and OTA networks in more than 40 countries through the use of online reservations tools (web, XML, booking tools and Prepaid Systems).
- In charge of all sales and marketing activities in international markets for the companies represented with their on-line, partnership, marketing and distribution strategy formulation.
- Key account and partnerships negotiations and signing in Europe, Asia, North America, Latin America and the Caribbean with extensive travel to those regions.
- Analysis of business strategies and market opportunities with execution of ROI analysis and Online Analytics.

### **Sales and Marketing Manager, Latin America & Caribbean**

Avis Budget Group - Fort Lauderdale, FL

September 2007 to May 2013

#### - avis & budget rental car brands

- Responsible for overall outbound Avis & Budget General Sales Agents (GSA) network of 18 representatives and inbound sales support to in-country licensee locations (50% regional travel). Managed all marketing planning and related activities with in-country contracted staff, resources, customers and partnerships. Planned marketing strategies and initiatives to increase revenue for existing accounts and development of new ones. Responsible for budgeting, P&L, sales and financial analysis activities.

### **International Sales and Marketing Manager**

US Match Company - Miami, FL

March 2000 to September 2007

- EUROPEAN and Asian machinery and products sourcing.

- Responsible for end to end project leadership of all Sales & Marketing and new business development for providers and distributors of industrial raw materials and machinery for manufacturing. Developed a new consumer products business in the Latin America region - adding 5 new markets and growing sales by 50%. Formulated marketing plans and distribution strategies for new and existing product lines. Travel to Europe (Czech Republic, Spain and Germany) and Asia (India and China) for product sourcing.

**Area Sales Manager, Latin America & Caribbean**

Corning ware, Pyrex, Vision - Miami, FL  
August 1998 to March 2000

Corning ware, Pyrex, Vision, Corelle Brands

Responsible for sales execution, marketing plans and territory management of the company's main product lines. Executed on new market opportunities and introduction of new products, trained distributors and retail salesforce and established complete distribution strategies in Latin America and the Caribbean.

**Business Development Manager - Latin America & Caribbean**

DYNAMIC PRECISION, INC - Coral Gables, FL  
1996 to 1998

IP, CARAUSTAR PAPER, UPM, GP, IVEV PAPER)

- Supervised sales as well as customer and supplier relations. Negotiated client contracts for exporter to Latin America and the Caribbean. Executed and managed the logistical administration of shipments and export documentation. Led new market and product diversification initiatives. Managed business development activities in Latin America for new and existing customers. Formulated strategy for new paper sources and procurement in the U.S., Canada, Asia and Europe.

**Product Manager, Security Hardware**

Black & Decker (US), Inc - Miami, FL  
January 1994 to July 1996

kwikset, black & decker, titan, corbin & geo brands)

- Managed Latin America regional sales and marketing operations for the Black & Decker security hardware product lines. Created and implemented regional and country-specific marketing plans, conducted training of the field salesforce and performed as liaison between the markets and the manufacturing plants. Traveled extensively through Latin America and the Caribbean including the introduction in Brazil of the Black & Decker security hardware brand and visits to US tradeshows and production plants in California and Italy.

**Assistant Sales Manager, Domestic & Export Sales**

Campofrio Central Romana Corporation - La Romana, PR  
September 1991 to January 1994

(hams, salami, bacon, sausage, bologna, etc.)

- Supervised the day to day sales activities for the 3 domestic sales offices with their 17 salesforce personnel. Oversaw the export to other Latin American countries and to the US of the company products. Called on both domestic and international customers in the implementation of the marketing plans including pricing, promotions and distribution.

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**Education****Masters in Management Information Systems**

Florida International University  
2001

## **MBA in Strategic Management**

University of Miami  
1991

## **BS in Economics**

Instituto Tecnologico de Santo Domingo  
1989

## Skills

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- Experienced sales and marketing professional with demonstrated ability in establishing long-term relationships that translate into increased sales and opening of new markets in 30 countries and territories of Latin America & the Caribbean plus other business travel to a total of over 70 countries.
- Critical thinking and focused strategic planning plus people skills backed by a strong products and services background adaptable to changing environments and responsibilities.
- MIS Systems planning in Website Building
- SEO
- Online Payments
- Partner Discounts
- Loyalty Programs
- Remarketing
- PPC
- Social Media
- Training
- Development.
- Analytics
- Digital Marketing
- Product Management
- Salesforce
- Business Analysis
- E-Commerce
- Project Leadership
- Sourcing
- Google Analytics
- Branding
- User Interface (UI)
- Business Development
- Contracts
- Category management
- Project management
- Process management
- Social media management
- Spanish

- Bilingual