

GUSTAVO A. BENCID

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PROFILE

Top ranked Sales & Marketing Professional with a proven track record of success in Business-to-Business Consultative Sales. Experienced in highly competitive markets developing customized marketing strategies, managing complex sales cycles, penetrating new markets, expanding current business, and growing market share. Consistently rated among top sales producers with a proven track record of over-achievement. **Trilingual: English, Spanish, and Portuguese.** Other strengths encompass:

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|------------------------------------------------|------------------------------------------|---------------------------------|
| ▲ New Business Development | ▲ Strategic Partnerships/Key Alliances | ▲ Renewals and Client Retention |
| ▲ Strategic Business Planning/Account Analysis | ▲ Product Positioning/Launches/Marketing | ▲ Brand Recognition/Acceptance |
| ▲ Client Relationship Management (CRM) | ▲ Contract Strategies/Closing Skills | ▲ Major Account Cultivation |
| ▲ Consultative Solution-Based Selling | ▲ Highly Qualified Prospecting | ▲ Sourcing Referrals |

PROFESSIONAL EXPERIENCE

INTERMEX WIRE TRANSFERS LLC.

■ COMMERCIAL SALES ACCOUNT MANAGER & SUPPORT SERVICES

05/2021- PRESENT

As the Commercial Sales Coordinator Manager, I effectively collaborate and have expertise in managing pipelines with an average of 100-5,000 employees and exceeding sales targets. Proficient in sales strategies implementation, account management, and customer relationship management (CRM) experience.

- Secure long-term accounts by providing brand effectiveness and products benefits.
- Increased sales on a consistent basis by developing by customers relationship.
- Elevate new business opportunities and implement effective networking strategies around the country.

ENTERPRISE HOLDINGS INC.

07/2017 – 04/2021

■ Sales Associate, Customer Services Senior Management & Management Asst

Hired into the management training program responsible for overseeing daily sales and operations of the largest location in the region with 50,000 cars and three rental brands. Accountabilities encompassed business development, reservations, rental contracts, inspections, fleet distribution, customer service, administration, and billing. Assisted in training, managing and developing a staff of 25.

- #2 sales producer in the region.
- Presented ancillary products to the client by explaining the features and benefits of all optional products.
- Top 5% in the region for upsells and protection product sales.

MASTERS BUILDING PRODUCTS

06/2016 – 06/2017

■ Territory Sales Manager

Accountable for building a network of new business and growing and managing a portfolio of 180 commercial and industrial accounts throughout the South Florida area for this wholesale flooring distributor. Emphasis on new business development, marketing/growth initiatives, strategic partnerships, and sales/revenue growth of current client base.

- Cultivate credentialed relationships and deliver presentations to executives, business owners and key decision makers or stakeholders to promote product lines. Conduct in-depth analyses of client needs and identify additional revenue opportunities.
- Utilize extensive technical knowledge and product expertise to establish credibility, overcome objections and develop and present compelling value propositions for product and service solutions.
- Opened 20+ new accounts within the first year and expanded existing business by 19%.
- Work closely with company owners to create a detailed plan for future growth including marketing strategies, new product introductions, and training on new products to diversify the portfolio to the consumer.
- Exceeded sales plan every month during tenure.

BALTIMORE ORIOLES

12/2012 - 06/2016

■ Sales Associate/Latin America, Mexico & Caribbean Scouting Department

Responsible for seeking scouts in Latin America, the Caribbean and Mexico in professional baseball for this MLB team. Identified top talent, established relationships, and negotiated contracts including terms, salaries, and bonuses.

- Recruited over 25 players and negotiated contracts for players including Ariel Miranda, Henry Irrutia, Dariel Alvarez, and others.
- Supervised all regions and maintained excellent relationships with players and agents.
- Organized a final report from every region for the director of the department.
- Recognized for consistently recruiting top talent and negotiating mutually beneficial contracts for the team.

MOTOROLA SOLUTIONS INC.

06/2010 - 11/2012

■ **Pricing & Products Analyst, LatAm and Caribbean Region**

Conducted special pricing analysis for all regional channel business deals.

- Maintained price book in Oracle and MOL internal system for entire portfolio region-wide with significant impact to P&L by ensuring correct price positioning.
- Ensured project profitability and made recommendations for adjustments to pricing when needed.
- Advised and recommended key business strategies to sales regarding the structure of customer agreements.
- Consistently met/exceeded demands, expectations and deadlines through exceptional work ethic and commitment to excellence.

INTERNSHIP

MOTOROLA SOLUTIONS INC.

01/2009 - 08/2009

■ **Project Lead**

Assisted in ensuring compliance for all distributor contracts in Latin America, Central America and the Caribbean. Prepared the organization for future audits.

EDUCATION AND CERTIFICATION

Master of Science – Logistics, Materials, Supply Chain Management & Global Business – Expected 08/2022

Boston University, Boston, MA

Bachelor of Business Administration Degree in Marketing

Attended on a full athletic scholarship and played Division II Baseball: Regional Champions in 2008

Oakland City University, Oakland City, IN

MLB School Scout Certification

Sports Management Worldwide (SMWW) General Manager Certification

COMPUTER SKILLS

Microsoft Office (Word, Excel, PowerPoint, and Outlook), Oracle and CRM

OTHER AWARDS AND RECOGNITION

Venezuela State Tournament Champion & MVP - 3 Consecutive Years

Colombia Professional Baseball League - Manager (included an All-Star game); Recipient of Manager of the Month Award

Winner of multiple Perfect Game Tournaments

Selected to play at Spring Training Invite Camps with Montreal Expos and Florida Marlins
