Eduardo Pacheco, MBA

Sales Manager

Profile

Sales manager with over 15 years of experience in B2B commercial related positions (demand planning, new product development, sales, and marketing) in a manufacturing company developing country-specific, regional, and global roles. Results oriented, experienced in developing commercial strategies with a multidisciplinary perspective to optimize processes as we look for customer satisfaction and business profitability. Proven ability to develop high performance teams and structuring working procedures to enhance objective achievement.

Employment History

Sales Manager at Owens-Illinois

Mexico City - Monterrey, Mexico; July 2013 - Present

- Management of customer portfolio of \$280 million USD in annual revenue with more than 100 customers in different segments that spans from distributors and domestic companies to International and Global Corporations.
- Understand customer needs, develop customized solutions and the proper supply strategy for each customer.
- Designing strategies and proposals to integrate a portfolio choosing a strategic mix of customers and products that supports sustained business growth and profitability.
- Develop a holistic perspective working with cross-functional teams to streamline supply chain while constantly looking to improve customer experience.
- Successful in developing strong commercial relationship with customers including, contract negotiations, developing accurate forecasts, designing strategies to optimize inventory levels, achieving sales targets, and building pricing strategies.
- Collaborate closely with business leadership to generate market strategies.
- Develop a supporting working environment coaching and mentoring direct reports.

Order to Cash (OTC) Lead in migration to SAP P15

Mexico City – Monterrey, Mexico; November 2021 – Present (1 year project)

After the sale of the Food and Beverage Glass Containers business of Vitro Mexico to Owens-Illinois, (O-I), there is a need to conclude the migration of the current systems to O-I Global platform P15.

- Lead the adaptation of OTC transactions, which involves coordinating and aligning the needs of the commercial team into the O-I Global process.
- Successfully achieved the migration and update of the local developed team tools to be part of the O-I global model; tools that now will be used as reference for other countries.
- Ensure appropriate engagement of the team regarding the transition through coordination of change management activities.

Details

Skills

Analytical / Quantitative Skills

Intermediate Knowledge of Al and Machine Learning techniques using Python

Highly Proficient on MS Excel

Business Strategy

Team Leadership

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Communication Skills

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Languages

Spanish (Native)

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English (Advanced)

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IBT TOEFL SCORE = 104

Commercial Strategy Professor at ITAM

Mexico City, Mexico; July 2020 - Present

Professor of the "Commercial Strategy Program" at the prestigious Instituto Tecnológico Autónomo de México (ITAM). I deliver the Key Account Management (KAM) course with a combination of marketing and strategic planning approach.

Head of Marketing and New Product Development at Vitro

Monterrey, Mexico; June 2006 - July 2013

- Understand Customer market plans and propose products aligned to customer needs.
- Design of the "NPD Planner", a customized web-based app to help manage new product developments.
- Led a cross-functional team to develop new products through its different stages on aggressive time schedules by coordinating:
 - Product conceptualization, drawings, prototype development
 - Technical specifications, internal trials, tests un customers production facilities.
 - Supply of materials (molds, packaging, decoration supplies)

Demand Planning Analyst at Vitro

Monterrey, Mexico; August 2003 – June 2006

 Develop product Sales Forecast using Time Series Models (ARIMA) and integrating statistical information with purchase orders and sales representative's input.



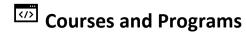
Master in Business Administration (MBA)

Red McCombs School of Business – University of Texas at Austin Dean's Award for Academic Excellence for Scholarly Attainment August 2018 – May 2019

B.S. Industrial Engineering with minor in Systems Engineering

Honors Mention

Instituto Tecnológico y de Estudios Superiores de Monterrey August 1997 – December 2001



Post Graduate Program in Artificial Intelligence and Machine Learning

The University of Texas at Austin & Great Learning

May 2020 - December 2022

Mark = 709.75 out of 730, Rank 8 out of 59

Coding Bootcamp

Instituto Tecnológico y de Estudios Superiores de Monterrey

In Progress – November 2022