

# 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 AI and Machine Learning techniques using Python



Highly Proficient on MS Excel



Business Strategy



Team Leadership



Communication Skills



### Languages

Spanish (Native)



English (Advanced)



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.



## Education

### 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



## Courses and Programs

### 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