

Patricio Forno

Strategic, Value Driven International Business Development

My task:

- To develop the long-term view and strategic consideration of why and how to expand your international presence and the implementation of a sustainable export plan.
- To prioritize viable opportunities, and to find and support partners who respect the value of collaboration in representing your brand overseas.
- To generate enhanced enterprise value by capturing incremental volumes, margins or strategic advantages that make your international presence a compelling, integral part of your business.

How do I accomplish this?

- Looking at the brand, service and product lines and how they are positioned and marketed to understand how they need to be tailored for new markets.
- Doing in depth market research and analysis to identify entry opportunities and barriers, distribution channels and how they operate, competitors, marketing standards, logistics, the regulatory environment, tax and pricing (down to retail), and legal requirements.
- Extensively vetting and selecting potential partners, being unafraid to move away from the easy choice...or to wait for the optimal fit.
- Visiting markets in person to determine cultural differences and realities, challenge assumptions, seek inspiration, evaluate risk. Networking with in-market trade associations, chambers of commerce, officials and general contacts of the US and host country in order to meet industry players and possible partners.
- Getting compliance right and considering its broader impact and implications.
- Choosing and using trade shows as part of a pro-active market penetration method. Planning and executing launch events.
- Establishing comprehensive but practical reporting systems.
- Assessing the performance of current partners in relation to their market share potential. Negotiating new contracts and restructuring existing ones. Maintaining the business relationship with all partners, treating them as an extension of the head Office team.
- Adapting the sales, marketing and digital plans to reflect international expansion of the brand footprint.

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Bio:

Prior to co-founding AccelerateIBD, Patricio enjoyed the challenge of developing the international presence of Iredale Mineral Cosmetics, a leading manufacturer, marketer and distributor of branded cosmetics with multichannel distribution in the US and 29 overseas markets. The footprint was expanded to 50 countries and the share of international sales grew from 15% to over 30%. This experience included extensive work in Mexico and Brazil, across Latin America and Asia, especially Singapore and S. Korea, Pan-European pricing strategies and new brand launch in Scandinavia.

This sustained export sales growth earned the company the President's "E" Award in 2016, the highest recognition for significant contribution to US exports. Patricio is a member of the District Export Council of Massachusetts (DEC), appointed under the U.S. Secretary of Commerce.

He studied Industrial Engineering at the Universidad de Chile and attended Business School at the Universidad Diego Portales, in his native Santiago. His Chilean professional life included founding a successful entrepreneurial venture selling fire prevention equipment, executive management of the country's largest wallcovering importer, and managing the operations and supply chain of a leading wholesale and retail construction materials and equipment group.