

# PATRICIO FORNO

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## BUSINESS DEVELOPMENT EXECUTIVE

### Strategic Thinking ♦ Negotiation ♦ Profitable Growth ♦ Brand Building ♦ Sales Management

Domestic and International Business development leader with strong entrepreneurial drive. Skilled at creating business relationships that deliver exceptional value. Success achieved in widely diverse environments, including:

- ♦ Owned and profitably sold a small Chilean company at an early-career stage.
- ♦ Managed sales, purchasing, and operations of one of Chile's largest building materials wholesalers.
- ♦ Increased a U.S. company's international presence and elevated its operations to award-winning status.

#### Success Story Example:

Developed an extensive international presence for a leading manufacturer, marketer, and distributor of branded cosmetics with multichannel distribution in the U.S. and 29 overseas markets.

- ♦ Expanded footprint to 50 countries and regions, including Mexico, Latin America, Asia, and Scandinavia.
- ♦ Increased share of international sales from 15% to +30%.
- ♦ Earned for company the President's "E" Award for excellent contribution to U.S. exports.

## GLOBAL BUSINESS EXPERIENCE

**AccelerateIBD, LLC**, Salisbury, CT, 2016 - March, 2018

#### PRESIDENT & PRINCIPAL

Co-founded business to advise client companies on why, how, and when to develop new or existing international presence for their businesses.

**Iredale Mineral Cosmetics, Ltd.**, Great Barrington, MA, 2011 - 2015

World-class, pioneering mineral makeup manufacturer and distributor; trading in 50 countries; 170 employees

#### INTERNATIONAL BUSINESS DEVELOPMENT MANAGER

Recruited by Jane Iredale to gain entry to Latin American premium color cosmetics markets, which required establishing formal procedures and strategies to approach new markets and acquire distributors. Negotiated highly favorable distribution agreements to strengthen business results. Planned and executed initiatives that resulted in Iredale winning the President's "E" Award in 2015.

- ♦ **New Markets:** Opened 8 new international markets, increasing international partnerships 16%.
- ♦ **Profit Margin Growth:** Increased gross profit margin 10% with 6 of 7 new partner companies.
- ♦ **Sales Growth:** Grew international sales 40% between 2012 and 2015 across all partners.
- ♦ **New Partnerships:** Executed seamless transition of existing partner to new partner in Mexico and established best practices to open new international partnerships going forward.
- ♦ **Industry Appointment:** Gained appointment as member of District Export Council of Massachusetts.

**Forno Niles Partnership**, Salisbury, CT. 2005 - 2010

#### FOUNDER & MANAGING PARTNER

Managed financial instruments trading venture. Researched and analyzed market trends. Executed trading of complex and diverse financial instruments, both equity and debt. Developed risk management tools with VBA advanced macros.

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**Fuchsia, Inc. dba Crispina**, Housatonic, MA, 2003 - 2005

\$1 million home furnishings manufacturer and retailer; 35 employees

**DIRECTOR OF OPERATIONS** (*reported to Owner/President*)

Hired to upgrade operations and manufacturing functions. Directed multiple business aspects, including P&L, financial analysis, HR, sales & marketing, contract negotiation, production planning, imports, and strategic planning. Managed 25 people and annual sales budget of \$700K in main facility and 10 people in retail store with annual sales budget of \$200K.

- ◆ **Production Increase:** Raised finished goods production 25% while reducing labor 25%.
- ◆ **Profit Increase:** Increased profit 20% by negotiating lower cost for imported raw materials.

**Explora, Luxury Lodge**, San Pedro de Atacama & Torres Del Paine National Park, Chile, 2001 - 2002**WILDERNESS GUIDE**

Led excursions via foot, bicycle and horseback for international, high-end clientele in remote environments.

**Ebema S.A.**, Santiago, Chile, 1999 - 2001

B2B distributor of construction materials; 9 branches; 500+ employees

**DIRECTOR OF SALES, OPERATIONS & PURCHASING**

Recruited by company president/owner. Managed 14-person sales team, 6-person purchasing department, and 60+ warehouse/operations employees.

- ◆ **Sales Revenue:** Generated annual revenue of \$20+ million by co-managing B2B sales activity.
- ◆ **Purchase Negotiation:** Monitored 20,000 products; negotiated \$18 million/year of purchased goods.

**Mundomural S.A.**, Santiago, Chile, 1995 - 1999

Importer & distributor of wall coverings; 18 employees

**MANAGING DIRECTOR**

Challenged to increase sales while maintaining or reducing aged receivables. Led operations for selling products to 100 retailers. Traveled internationally to negotiate and purchase product lines from new suppliers.

- ◆ **Sales Growth:** Increased B2B sales 35% (\$245K) in 1 year and increased brand recognition.
- ◆ **A/R Reduction:** Reduced A/R at 60 retail stores 80% while retaining sales.
- ◆ **Distribution Agreements:** Renewed 60% of existing distributor agreements and added 50 locations.

**Exfo Ltda**, Santiago, Chile, 1991 - 1995

Supplier of fire prevention equipment and services; 12 employees)

**OWNER** (acquired company in 1992)

Increased sales 65% in 1 year—from \$120,000 to \$198,000. Grew Business to Government (B2G) customer base 75%.

**Achieved 85% profit from sale of company to chief competitor in 1995.**

**RELEVANT PROFESSIONAL BACKGROUND****EDUCATION**

**Industrial Engineering**, Universidad de Chile. **Business School**, Universidad Diego Portales.

**LANGUAGES**

**Bilingual:** Spanish and English. **Business-Proficient:** Portuguese.

**AFFILIATIONS**

**Member**, Massachusetts District Export Council. Appointed under the U.S. Secretary of Commerce Penny Pritzker in 2014. Assisting U.S. Commercial Service on exports.

**Mentor**, Valley Venture Mentors, Springfield, MA. Supporting entrepreneurial startup ventures.

**TECHNOLOGY**

**Advanced knowledge:** MS Office Suite; MS Dynamics AX; Peachtree