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|  | ALFREDO SANCHEZ  **Country Manager / Director of sales, Mexico** |  |

+52 55 3717 1624 + [asanchezpimentel@gmail.com](mailto:asanchezpimentel@gmail.com) + [Linkedin](https://www.linkedin.com/in/alfredosanchezpimentel/) + Mexico City

**EXECUTIVE SUMMARY**

Director of Sales / Sales Manager / Country Manger with more than 20 years of experience for different growing businesses delivering and exceeding sales quota and stretch targets.

Lead sales teams at P&G, Yahoo, Televisa and Sizmek Technologies. (Between 3 to 20 direct reports)

Expert in Sales Administration, Sales Forecasting, Sales account planning and execution

Expertise is Salesforce tools and CRM management

Digital Media and Off Media Salesperson and Consultant

**CORE COMPETENCIES**

+ Sales and Sales Manager + Sales Management and Sales Team + Entrepreneurial Mindset

+ Sales forecast and budgeting + Analytical & Creative Thinking + Salesforce expertise

+ Consultative Sales + Account Planning + Long Cycle Sales prospecting

+ Digital Media and Media Sales + IAB and Industry Participation + C Level Presentations

+ Large Clients Management + Team Leadership + Global Footprint

**PROFESSIONAL EXPERIENCE**

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| MEXICO CITY, I | **XRoadMedia**  **BUSINESS DEVELOPMENT DIRECTOR FOR MEXICO**  Dedicated to the introduction of Xroadmedia solutions in the Latam.. | 2019 – 2020 |
| MEXICO CITY, MEXICO | **GRACENOTE, a Nielsen Company**  **SALES DIRECTOR FOR MEXICO (VIDEO) & LATAM (SPORTS)** | 2018 – 2019 |

+ Mexico Commercial plan development and implementation

+ Focus on Sports data and metadata for Video and Music.

+ Major Paid Tv Operators engaged and 10 Latam Olympic committees approached and 4 engaged.

+ Strategic accounts approach for current clients, and new prospects.

+ Complex negotiations developed.

+ More than 70 clients and prospects in person sales calls

+ Target delivered with Consultative sales presentations with C Level and Business Directors

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| MEXICO CITY, MEXICO | **TELEVISA S.A.B.**  **DIGITAL SALES AND COMMERCIAL DIRECTOR** | 2016 – 2018 |

+ Responsible for Digital Business Development, and revenue generation nationwide + 20 Direct reports

+ Cross-selling with TV advertisement offer Set up

+ **TV Streaming category Strategy development (+500% growth vs. previous year)**

+ Q4 2016, Q1 2017 and Q4 2017 Revenue target delivered

+ in 17 months more than 35% of growth vs. Past 12 months average

+ Historical six months record, historical Q record and Historical Monthly Record

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| MEXICO CITY, MEXICO | **SIZMEK TECHNOLOGIES**  **COUNTRY MANAGER MEXICO** | 2016 |

+ Responsible for revenue generation and office management: P&L responsibility

+ Strategic planning for account development,

+ New product strategy and people development plan.

**YAHOO! INC**

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| MEXICO CITY, MEXICO | **COMMERCIAL MANAGER AND SALES ACCOUNT DIRECTOR** | 2006 – 2016 |

+ Revenue generator through consultative sales to direct advertisers and media agencies

+ Responsible for strategic media accounts, government accounts and performance accounts

+ 2014 Purple Circle winner award and Yahoo Excellence Award 2014

+ Best México Sales Record 2006, - 2014

+ Sales America Award June 2011.

+ I have developed very aggressive growth accounts in different sectors: Finance, Entertainment, Government, Autos, Retail, Travel, Etc.

+ Responsible for Direct Response Platform and Strategic consultant in Mobile, Search, Video and Display advertisement

+ Best sales prospection in elections period (2012): 1 million USD revenue on this topic,

+ Best World Cup Sponsorship sale for summer 2014: 5 million Mx Pesos

+ 3 direct reports and 5 indirect Best rated Mexico employee by employee vote/ Latam Top 5

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| MEXICO CITY, MEXICO | **GRUPO ORDAS**  **MASSIVE MARKETS DEVELOPMENT SUBDIRECTOR** | 2004 – 2005 |

+ Led Massive markets and new businesses development Responsible: Retailinsurance, worksite insurance, banking insurance. Project development from concept design to the implementation.

+ Current businesses management

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| MEXICO CITY, MEXICO | **PROCTER & GAMBLE MEXICO**  **MANAGER, STRATEGY & OPERATIONS** | 1998 – 2004 |

+ Sales Team Leader for South Mexico’s Region: 6 direct reports and 80 indirect reports, 90 stores

+ Self-services business development manager for the main Mexican chains

+ In store development, promotions and discounts implementation

+ Negotiations at all levels: Regional directors, Store Managers, corporate Directors.

**EDUCATION**

**MBA** [*Full time program*](https://www.ipade.mx/mba/full-time-mba-mede/), [**IPADE**](https://www.ipade.mx/) ([Instituto Panamericano de Alta Dirección de Empresa](https://en.wikipedia.org/wiki/Instituto_Panamericano_de_Alta_Direcci%C3%B3n_de_Empresa)), Mexico City 96-98. Top Mexican Business School

**BA,** [**Philosophy**](https://www.upaep.mx/licenciaturas/filosofia), [**UPAEP**](https://www.upaep.mx/) ([Universidad Popular Autónoma del Estado de Puebla](https://en.wikipedia.org/wiki/Universidad_Popular_Aut%C3%B3noma_del_Estado_de_Puebla)), Puebla, Pue. 1990-94 *Top 5 Philosophy schools in Mexico.*

**PG DIPLOMA,** [**ECR(Efficient Customer Response)**](http://www.csf.itesm.mx/CCD/Programas/MCategoryMAutoservicios.pdf)**,** [ITESM](https://tec.mx/en), Mexico City, 2004

**LANGUAGES**

English (fluent) – Spanish (native).

**INDUSTRY PARTICIPATION**

[**IAB Media Sales Certification**](https://www.iab.com/certification-programs/iab-digital-media-sales-certification/) **.** [**Certificate**](https://www.youracclaim.com/badges/79642ee4-2ecd-4d55-a624-d4837010dc57/linked_in_profile) **#DMSC02804.** *First Mexican person to earn this certification.*

CIM / Consejo de Investigación de Medios (similar to MRC/Media Rating Council in US)

President for de Digital Committee (May 2014 – July 2016) and Board Member (2015-2016).

1st IAB Mexico President for Publishers Committee (July 2012 – June 2014)

[President of the Digital Glossary organizer committee](https://www.iabmexico.com/news/iab-mexico-y-el-consejo-de-investigacion-de-medios-a-c-presentan-el-glosario-digital/)

**Digital Expert and Trainer**: IAB Publishers [Media Planning Digital Day Speaker](https://www.iniciativas.iabmexico.com/equipo-de-instructores/). (2013-2020). More than 30 editions

**Universidad Anahuac del Sur**, Ecommerce postgraduate Diploma Course professor, 5 editions.

**Universidad Del Valle de Mexico**, Digital Marketing postgraduate Diploma Course professor, 5 editions

Jury Member for:

[**IAB Mexico Prizes 2018** (Premios IAB 2018)](https://iniciativas.iabmexico.com/premios-iab-mixx-mexico/2018/jurado.html#alfredo-sanchez)  (June 2018),

[**Premios “Monstruos de la Mercadotecnia” Expansión 2015**](https://expansion.mx/mercadotecnia/2015/11/20/como-se-eligio-a-los-monstruos-de-la-mercadotecnia-2015)  (Sep. – Nov. 2015),

**IAB Mexico Prizes 2013** (Premios IAB 2013) (March 2013).