

ANA LUISA GÓMEZ MENDOZA

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BACKGROUND

Over 18 years' experience in the Pharmaceutical and Hospital field. Sales force training focused on increased effectivity. Front Line Managers (FLM's) coaching on the administration of talent by competencies. Development of training on clinical product strategies for internal and external customers. Leadership in the designing of manufacturing areas for Nutritional and Oncological products. Strengths include: Planning, teamwork, problem assessment and solving, leadership, communication; results-oriented, optimizing resources and focusing on customer services; continued focus on meeting organizational objectives.

CAREER OBJECTIVE

Successfully executing my responsibilities as teamwork leader in a pharmaceutical/medical devices company where I can continue my professional development enabling results that positively impact company success.

SUMMARY OF WORK EXPERIENCE

Feb. 2012 – to Date	Baxter México, S.A. de R.L. de C.V.
Feb. 2012 – to Date	Manager Training Operations
Feb. 2011 – Feb. 2012	Training Operations Coordinator
Feb. 2005 - Feb. 2011	Education and Nutrition Clinical Development Coordinator
Oct. 2001 – Jan. 2005	Compounding Center Operations Manager
Sep. 1997 – Oct. 2001	Compounding Center Production Supervisor
Sep. 1994 – Sep. 1997	Chemist-Specialist
Mar. 1994 – Sep. 1994.	SANFER, S.A. de C.V.
Mar. 1994 – Sep. 1994	Raw Material Chemical Analyst

EDUCATION

SPIN Certified Instructor on Sales Techniques	2011
Huthwaite	
Masters in Administration of Healthcare Organizations	2010
Universidad La Salle, License No. 2115814	
Parenteral Nutrition Accreditation	
American Society for Parenteral and Enteral Nutrition	2006 - 2007
Clinical Pharmacology Diploma	
UNAM, Facultad de Química	1999
Industrial Chemist Pharmacist	1988 - 1993
Escuela Nacional de Ciencias Biológicas, I.P.N.	

LANGUAGES

English 60% currently studying

COURSES

Situational Leadership – 2012 KenBlanchard Company.
Marketing Powerhouse Training Course – 2010 Baxter Healthcare, Miami.
Professional Sales Techniques – 2007 Achieve Global.
Accelerated Learning Instructor Training – 2007 Training & Conference.
Instructor Training – 2005 Corporate Consultants.
Value Processes Assessment – 2002 Ingeniería en Desarrollo Empresarial Aplicada, S.C.
Introduction to Quality Management and ISO 9001:2000 – 2002 Bureau Veritas
Integration of Working Teams – 1997 Corporate Consultants.
Problem assessment and decision making – 1997 Corporate Consultants,

COMPUTER LITERACY Windows Office, Project, JD Edwards.

ACKNOWLEDGMENTS

Graded "exceeds" 2008, 2010 y 2011 for exceeding performance review objectives - Baxter.
Certified as Instructor on Sales Techniques graded "Excellent" in the "Sales Inventory" evaluation - Huthwaite.
Certified Professor to teach Parenteral Nutrition class in the Intravenous Therapy Diploma Course 2006 – 2012 Escuela Nacional de Enfermería y Obstetricia, UNAM.

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RESUME

Baxter México S de R. L de C.V.

Manager Training Operations February- 2012 to date

"Agent of Change ", supporting others to face new corporate business processes.

- Contribute to the development of technical skills in functional efforts fully aligned with the areas of Sales, Marketing, Medical and Human Resources Management.
- 100% Sales force people trained during 2011 - 2012 on SPIN sales techniques
- 20% adoption SPIN sales techniques from Jul – Nov. 2012 (Monitoring their appropriate implementation in the field)
- Coach Front Line Managers on the implementation of key activities required to achieve organizational objectives.
- Work in close collaboration with the Business Units leaders on the design and implementation of training plans to improve efficiency of sales performance in the market (Improve score to Product Knowledge from 78% to 83% on december 2012)
- Identify opportunities for the sales force with a productivity increase approach
- Periodically evaluate training needs of the sales team.
- Propose, establish, and monitor KPI's to measure results of the programs in place (Currently: field time, coaching coverage, administrative time)

Baxter México S de R. L de C.V.

Training Operations Coordinator, February- 2011 to February 2012

Create local strategies in a joint effort with key functions from each business unit.

- Implementation of regional and corporate initiatives to achieve sales results defined for the company.
- Organize Regional training for 50 Front Line Managers from different countries to Latin America
- Coordinate competencies assessment for identify level for each Front Line Manager from different countries to Latin America (50 Front Line Managers)

Baxter México S de R. L de C.V.

Clinical Nutrition Coordinator, February- 2005 to January 2011

Lead training plans for strategic products of the company's nutrition area, as a sales tool based on customer needs.

- Supported Marketing management in the development of promotional materials for products from the nutrition area, aligned to regulatory requirements and regulations in force about new concept "Parenteral Nutrition Ready to Use"
- Achieve direct purchase of new product to test in hospitals through the implementation of successful monthly workshops 2008 – 2010 in different cities from Mexico.
- Provided personalized counseling to customers at national and international levels, concerning handling of parenteral nutrition products for critically ill patients (50 – 60 physicians / year / 2008 – 2010)
- Design workshop for training in medical devices for parenteral nutrition preparation (2008 – 2011)
- Project Manager working with external clinical advisors.
- Development of 3 opinion leaders for Nutrition Area (2008 – 2009)
- Trained product specialists on parenteral nutrition therapy en México and Latin America.

Baxter México S de R.L de C.V.

Operations Manager, October- 2001 to January 2005

Managed human and material resources from a production area dedicated to the preparation of customized intravenous solutions of nutrition and oncology products.

- Achieved the profitability of the business to a GP of 21%, which had had negative results in previous years.
- In a joint effort with Marketing, tenders submitted to the IMSS and ISSSTE from 2002 to 2004 and from 1997 to 2004 respectively, were awarded to the company.
- A delivery time of 2 hours in the metropolitan area was achieved in the delivery of individualized products.
- Leader of a 25 people multidisciplinary team.
- Ensured compliance of corporate quality standards and those established by Mexican regulations, focused on cost reduction and customer service.
- Monitored customers from the signing of the contract, in order to learn the agreement requirements, until billing closure.
- Prepared expenditures and production budget, production forecast, acquisitions forecast.

Baxter S.A. de C.V.

Production Supervisor, September- 1997 to October- 2001

Designed production plans to optimize material and human resources, leading the Operations team on the production of intravenous mixtures.

- Monitor the systematic fulfillment of direct and indirect unitary operations.
- Ensure the level of productivity, efficiency of the operations, and customer satisfaction.
- Selection of new suppliers.
- Validation of techniques and implementation of new technology in the preparation of parenteral nutrition mixtures.
- Regularly train the operational staff.

Baxter S.A. de C.V.

Chemical Specialist, September- 1994 to September 1997

Responsible for the preparation of intravenous parenteral nutrition, chemotherapy, and antibiotics mixtures.

- Preparation of intravenous mixtures.
- Design of standardized operation procedures.
- Design of validation protocols.

SANFER S.A. de C.V.

Chemical Analyst, March - September- 1994

Chemical analysis of raw materials following established methodologies.