

Leonardo Sarabia Valenzuela

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*Page 1 of 3***SUMMARY OF QUALIFICATIONS**

- International commerce professional with 15+ years of experience in external affairs, business/strategy development and implementation, customer service coordination, government and public relations, and cost reduction projects.
- Highly experienced working with the Japanese culture.
- Experienced in the construction industry.
- Highly experienced in start-up operations.
- Skilled in direct sales, marketing and sales force efficiency.
- Experienced in personnel management.
- Proficient in MS Office.
- Fully Bilingual Spanish and English

EDUCATION**MBA in Marketing****(2013)**

Universidad Autonoma de Baja California

International Commerce and Customs Legislation**(2000)**

Centro Universitario de Tijuana

PROFESSIONAL EXPERIENCE**Sistema Integral Comercial (Construction)*****Managing Director******Sept 2012 – Present***

- Managed start-up operations in Tijuana.
- Responsible for product development
- Manage market introduction and penetration.
- Develop distribution networks.
- Identify industry segmentation by industry and niches.
- Responsible for profiling end-users.
- Research, identify, qualify and manage distributors.
- Create and implement distributor's business plans.
- Develop strategies for distributors.
- Responsible for marketing.
- Train distributor's sales force on products.

Mitsui Machinery Distribution***Product Development Manager, Latin America******Sept 2011 – Sept 2012***

- Developed distribution networks.
- Researched, identified, qualified and managed distributors.
- Responsible of the creation and implementation of distributor's business plans.
- Developed business strategies for distributors.
- Managed the marketing group.
- Trained distributor's sales force.

Empresas MATCO S.A. De C.V. (Caterpillar Dealer)**Four Years*****Industrial Sales Coordinator and Business Development******Oct 2009 – Sept 2011***

- Elaborated, implemented and managed business coverage strategies.
- Responsible for the evaluation on performance of sales forces.
- Coordinated sales forces activities.
- Developed and implemented new businesses practices.
- Identified potential customer leads.
- Managed the customer service department.
- Reviewed and approved quotations.
- Managed all direct Sales.

Hawthorne de México (Caterpillar Dealer)***General Manager******Nov 2008 – Oct 2009***

- Elaborated, implemented and managed business coverage strategies.
- Managed all Government affairs.
- Developed and implemented new businesses practices.
- Executed business plans.
- Responsible for reporting financials.
- Managed cost reduction initiatives.
- Responsible for managing sales forecasts.
- Managed the customer service department.
- Acted as Hawthorne representative to LACD (La America Caterpillar Dealers).

Marketing & Operations Manager***Dec 2007 – Nov 2008***

- Managed marketing strategies for Mexico.
- Responsible for the company's public relations.
- Identified potential customer leads.
- Created and executed marketing policies.
- Evaluated external customer service.
- Managed VOC (Voice of the Customer) evaluations.
- Represented business organizations.
- Participated in company's trade shows.

Toyota Motor Manufacturing***External Affairs Specialist - CAO******June 2003 – Dec 2007***

- Responsible for all Government relations and permits.
- Managed all legal immigration requirements for executives FMN's, FM1's, FM3's.
- Responsible for the public relations of the company.
- Lesion between the manufacturing (TMMBC) division and the sales division (TMS).
- Represented the business organizations for Toyota in Mexico.
- Executed TMMBC's external affairs policy.
- Responsible for TMMBC's participation at trade shows, and supplier's seminars.
- Responsible of promoting TMMBC's green image and corporate citizenship.
- Responsible for the enrollment and representation of the company in community activities and business organizations (Council member to; CDT Tijuana, CDT Tecate, CCET, COPARMEX and VP of the automotive cluster).
- Responsible of company's achievement events (1st steel beam ceremony, vehicle line off, company's grand opening and expansion announcements).
- Coordinated and managed TMMBC's executive safety.
- Responsible for media interviews in crisis situations.
- TMMBC CAO environmental representative.

- Certified internal auditor for the administration of the environmental system (ISO 14001:2004)
- Responsible of direct supplier's relocation (on and off site).

Secretary of Economic Development (SEDECO) Tijuana

Automotive-Aerospace Investment Promoter

July 2000 – June 2003

State government office dedicated to promote business investment and economic development in Baja California, with offices strategically located in Japan, Spain, New York, L.A Ca., China and Mexico City, dedicated to provide information and business seminars to foreign companies for their relocation into Baja California Mexico.

- Developed agendas for investors visiting the State of Baja California.
- Prospected visits to the United States, Canada and Asia.
- Managed manufacturing operations relocation.
- Elaborated national and International presentations and business seminars to investment prospects.
- Actively participated in the conformation of the automotive cluster in Baja California.
- Actively participated in trade shows and business seminars
- Government liaison between Toyota and Mexican government entities.
- Established international companies in the state of Baja California.
- Interacted with economic development councils (EDC's) and other business organizations.
- Coordinated state companies expansion programs.

Secretary of Social Development (SEDESOE), Tijuana

Productive Projects Director

Aug 1998 – July 2000

A State government office dedicated to promote social development programs and projects in Baja California, targeting under privileged communities and families in the region.

- Reviewed financial loans for productive projects.
- Managed social studies.
- Responsible for the financial reporting for internal and external purposes.
- Interviewed candidate for financial loans.
- Planned events planning for loan giving.
- Followed-up visits for productive project evaluation.
- Interacted directly with community leaders to identify community needs.