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**BUSINESS DEVELOPMENT SPECIALIST  
ACCOUNT MANAGER  
SALES MANAGER**

## KEY COMPETENCIES

- Sales Plan/Strategy Development
  - Business Development
  - Marketing and Advertising
  - Business Processes & Control
  - Network and Partnership Building
- Motivating, Mentoring, People Development
- Team Building / Team Leadership
- Distributor Management

## AWARDS RECEIVED

- Top Performer for [REDACTED] from 2015-2019
- Top Producer for [REDACTED] for 2018-2019
- Consistently awarded Top Producer for [REDACTED]
- "Trade Partner of the Year" and Key Account Manager of the Year from [REDACTED] Supermarkets in 2000
- "Millionaires Club" membership by [REDACTED] Insurance Corporation

## EDUCATION

B.S. Economics | 1994  
University of the Philippines, Diliman

## PROFESSIONAL SUMMARY

- Dynamic and results-driven professional with over 20 years of combined experience in the Fast Moving Consumer Goods and Financial Services industries.
- Hands-on approach to business, with keen attention to details.
- Team-oriented leader who has motivated highly talented teams to meet productivity, revenue, and profit targets.
- A change agent with documented success in turnarounds, startups, and corporate transformations.

## KEY ACCOMPLISHMENTS

- Grew revenue an average of 55% year over year from 2014 to 2016 by participating in trade fairs.
- Increased revenue 38% from 2017 to 2019 by launching an online store and other digital marketing initiatives.
- Increased subscriptions by an average of 50% yearly for 2016-2018.
- Consistently secured partnerships with corporate accounts in various industries delivering average revenue growth of 65% for 2015-2017.
- Responsible for the acquisition of multiple BPO (Business Process Outsourcing) accounts resulting in 98% revenue growth for 2018.
- Achieved 98% account retention for general insurance and employee medical benefits.

## CAREER HISTORY

[REDACTED] | April 2014 - present

[REDACTED] is a small, profitable, trading company specializing in the corporate gifting market. [REDACTED] identifies and creates partnerships with brands that have corporate gift potential. Partnerships include [REDACTED] and [REDACTED] (supplier of USB car chargers for the Gift & Premium Industry)

### **Managing Partner / Chief Business Development Officer**

- Establish and nurture profitable partnerships with international brands for retail distribution.
- Achieve annual revenue targets by acquiring new corporate accounts in the corporate gifting market.
- Developed a consultative and insights-based approach in recommending trends for the gifting segment.
- Installed 5 pop-up stores for [REDACTED] in multiple department stores.
- Positioned various brands in different retail stores for [REDACTED] and other brands accessories through in-store display.

### **Achievements**

- Grew revenue an average of 55% year over year from 2014 to 2016 by participating in trade fairs.
- Increased revenue 38% from 2017 to 2019 by launching an online store and other digital marketing initiatives.
- Awarded top performer for [REDACTED] from 2015-2019.

## CONTACT INFORMATION

If hiring or know of a job matching this client-candidate, please call 647-773-8899, email [talent4hire@thinkbdm.com](mailto:talent4hire@thinkbdm.com) or [Book an Appointment](#)

There are no fees or charges of any kind to hire through any [Nigel Corneal BDM Service Network Inc.](#) service.

## CAREER HISTORY Continued

██████████ | April 2011 - present

██████████ is a professional consulting and broking firm that delivers a diverse range of insurance services to businesses, associations, and private clients.

### **Broker-Owner / Executive Consultant**

- Meet annual revenue targets by acquiring new corporate accounts through the establishment of strategic corporate partnerships.
- Achieve account retention and persistency through effective account management for employee benefits solutions and other financial services.
- Design exclusive products catered to specific market segments.
- Achieve double digit annual growth by acquiring multiple BPO (Business Process Outsourcing) accounts.

### **Achievements**

- Awarded top producer for ██████████ for 2018-2019
- Consistently awarded top producer for ██████████

██████████ | Nov 2003 - Oct 2010

██████████ is part of ██████████ snacks manufacturing company with 2019 global net revenues of approximately \$26 billion. ██████████ achieved double-digit net revenue growth in 2019 and holds strong leadership positions in the processed cheese (block and cheese spread), powdered beverages and chocolates categories. It has also gained a strong position in the biscuits category.

### **National Sales Manager (April 2008 - October 2010)**

- Responsible for the achievement of the Philippines' forecasted sales volume (GSV).
- Defined and executed commercial strategies in developing the Modern Trade and Traditional Trade channels.
- Identified trends and market information, and translated them into sales policies and tactics.
- Established and negotiated strategic affiliations with Key Accounts through Joint Business Planning.
- Developed and managed the domestic sales organizational structure, including the management of sales operational support system in the areas of trade marketing, execution of consumer promotions, management of trade promotional budget, merchandising, sales analysis, and administration.
- Coordinated with other markets in Asia Pacific, EMEA and the Americas for product line extensions and in-trade best practices.

### **Achievements**

- Co-led the Route to Market integration for ██████████ and ██████████
- Secured captaincy for ██████████ Dept Store which contributed 12% of chocolate business.
- Spearheaded the reorganization of the domestic sales structure in 2009.
- Grew chocolate base business by +20% vs. 2008.
- Drove aggressive candy pocket confectionery growth of +42% vs. 2008 through Point of Buying initiatives.

### **Channel Manager, General Trade (November 2003 - April 2008)**

- Defined and executed commercial strategies and plans in developing the General Trade channel and regional supermarkets.
- Designed and monitored distributor KPI's in achieving business objectives.
- Led trade channel development through increased distribution and customer penetration.

### **Achievements**

- Increased sub-distributor direct coverage by +25% by implementing efficiencies programs in distributor operations.
- Developed and implemented the sub-distributor scorecard in partnership with National Distributor.
- Developed new channels for chocolate by securing the exclusivity agreement for ██████████ Department Store which contributed 10% to total chocolate business.
- Grew 2008 sub-distributor business for the candy category by +24% vs. 2007.
- Grew 2007 general trade business for the candy category by +12% vs. 2006.
- Improved the deployment of distributor headcount by 60% for the sub-d channel.

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## CAREER HISTORY Continued

### ██████████ | April 1999 - November 2003

██████████ is a leading producer, distributor and marketer of premium quality, healthy food and beverage products. It has been in operation in the Philippines for over 90 years and is the market leader in the packaged pineapple and mixed fruit, canned and carton ready-to-drink juices, tomato sauce and spaghetti sauce categories. ██████████ has the rights to the ██████████ trademark for the Philippines for processed products. It also sells products under the well-known ██████████ brands. More than half of ██████████ sales are in the Philippines and the balance for exports.

#### *Unit Manager, Greater Manila Area (July 2001- November 2003)*

- Managed the sales, marketing, and financial operation of ██████████ Distribution Inc for the general trade channel.
- Ensured the effectiveness and efficiency of the appointed sub-distributor of the area in improving trade coverage.

#### *Achievements*

- Established sub-distributor KPI's that increased salesman productivity by approximately 14+%.
- Implemented wholesale and reseller programs that increased base business by 20+%.

#### *Key Accounts Manager, Modern Trade (April 1999 - Jul 2001)*

- Responsible for the sales and trade marketing objectives of Modern Trade accounts for ██████████ Group, ██████████ Group, ██████████ Sales, and ██████████ Chain.
- Conducted business reviews of top accounts to secure alignment of business objectives.
- Secured category captaincy for selected Key Accounts.

#### *Achievements*

- Awarded "Trade Partner of the Year" and Key Account Manager of the Year by ██████████ Supermarkets in 2000 through the execution of category management initiatives for sauces category and branch-specific promotions that grew the business by 64%.
- Nominated "Trade Partner of the Year" by ██████████ Supermarkets in 1999.
- Successfully converted ██████████ credit term to Statement-based Billing System which significantly reduced outstanding daily sales to 28 days.

### ██████████ Risk Management, Inc | August 1997 - April 1999

#### *Unit Manager*

- Designed and marketed coverage, and negotiated with underwriters.
- Maintained, administered, and coordinated risk management programs, and integrated with domestic coverage placements.

#### *Achievements*

- Awarded "Millionaires Club" membership

### ██████████ Insurance Corporation, Inc | February 1995 - August 1997

#### *Marketing Officer, Corporate Accounts Group*

- Designed and marketed coverage, and negotiated with underwriters.
- Maintained, administered, and coordinated risk management programs, and integrated with domestic coverage placements.

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