Fernando Lazcano Mora

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**Expert Latin America Sales Manager & Business Development**

Strategic-thinking, and Self-motivated leader sales professional with 28+ years of experience in sales with exposure to Finance/Treasury; 12+ years of management experience, including a mid-level position, and senior leadership to provide sustainable business solutions. with expertise in expanding network connections. Strong expertise of market and competitors, trends. Adept at developing meaningful relationships with existing and new customers and developing and implementing business sales strategies. Ability to capture profitable markets. Guarantee the achievement of objectives in terms of turnover and profitability

**Core Competencies**

* Commercial Strategy by leading Sales Team ● Analytical problem solver ● Relationship, Resource and Portfolio Management ● Training and Development ● Forecasting ● Contract Negotiation ● Performance and Goals Performance Reviews ● Product Improvement ● Cost and Inventory Control ● Coaching and mentoring ● Sales Reporting ● Recruitment and selection Strong self-service channel experience, with knowledge for hardware store / wholesale channel. Proven experience in negotiations with investment clients, strong communication, analytical and continuous improvement skills.

**Experiences and Achievements**

**Pyrolac**

**Sales Manager (Jan 2023 – Current)**

* Achieve inbound and outbound sales targets, growing area sales and monitoring revenue, profit margins, return on investment and profitability of the business.
* Lead and develop large, hard-working sales teams.
* Negotiate with large self-service and wholesale chains to establish sales targets.

Office Depot

Business services, products and digital workplace technology solutions to small, medium and enterprise businesses leader in México

October 2020 – Current Sales Director

* Developed value-added solutions and approaches by leveraging trends in customer marketplaces and any kind of industries
* 160 Sales Persons Team
* P&L Responsible
* Annual strategic plan Developer
* Current Budget $100 million Dollar / year
* 14,680 active accounts
* Sales strategy for Mexico and Central America and Europe
* Responsible for achieving sales objectives, revenue, growing market share and profitability for our Self-Service and Hardware store!

**Key Responsibilities**

* Achieve inbound and outbound sales targets, growing area sales and monitoring revenue, profit margins, return on investment and profitability of the business.
* Lead and develop large, hard-working sales teams.
* Negotiate with large self-service and wholesale chains to establish sales targets.

The Sherwin Williams Co.,

*The largest Paint Company in the world, $17 billion dollar per year, and presence at 140+ countries in the world; 16,000 + employees*

2016 – 2020 National Sales Manager at Ciudad de México, México City

* Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries Food&Beberage, Oil&Gas, Steel Fab in México, Perú, Colombia, Ecuador, Chile
* International Deals Leader: Tenaris $1 million dollar per year, CHEP $1.5 million dollar per year, Femsa $1.5 million per year, Ford Motor Company $0.5 million dollar per year in México, Chile, Colombia and Argentina.
* Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets, reduced costs 12% through client and distributor price negotiation.
* Coached 150+ employees in successful selling methods and encouraged cross-selling to drive revenue +3% per year Colombia, Ecuador, México, Perú
* Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
* Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
* Accomplished sales goals and boosted revenue by $35 million dollar per year through product knowledge and customer relationship management.
* Increased revenue by 8% by working closely with 24 key vendors México
* Negotiated business transfer worth $3 million dollars in gross annual income in México.

2012 – 2016 Sales Director, Sherwin Williams Ecuador, Quito

* Created effective strategies to target new markets after researching and analyzing competitor behavior at Ecuador, Colombia and Perú.
* Monitored metrics and marketing investments to assess performance and implement continuous improvements.
* Accomplished sales goals and boosted revenue by $20 million dollar per year through product knowledge and customer relationship management.
* Created and launched new online marketing strategies, resulting in 25% sales increase.
* Increased revenue by 20% by working closely with 100 key vendors.
* Increased regional market share 2% within 18 months.
* Conducted research to target, engage and partner with suppliers, negotiating beneficial, cost-saving deals by 10%.
* Negotiated business transfer worth $2.5 million dollar in gross annual income.
* Established and adjusted selling prices by monitoring costs, competition and supply and demand.
* Hired, trained and managed salesforce of 100.
* Improved sales techniques and made sales pitches to 20 potential clients per quarter.
* Increased annual sales volume within 12 months by 25% from $8.0 million dollar to $10.5 million dollar

2006 - 2011 Regional Sales Manager Sherwin Williams Mexico, México City

* Established 30 new accounts worth over $10,000 dollar annually.
* Managed 20 sales specialists and generated over $150,000 dollar sales annually.
* Achieved regional sales goal of $3,000,000 dollar by completing audits, resolving problems, training staff members and completing action plans.
* Gave benefit-oriented, polished presentations driving dramatic revenue growth across multiple sales channels.
* Contacted key accounts regularly and achieved high satisfaction scores by routinely re-assessing needs and resolving conflicts.
* Achieved consistent growth of over 6% across 5 years with company, frequently overcoming challenging marketing conditions to bring in dramatic results.
* Managed and motivated sales team to increase revenue 5% in 18 months.

2003 - 2005 Key Account Manager Sherwin Williams México, México City

* Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
* Leveraged strategic planning to penetrate key accounts.
* Boosted customer satisfaction by providing teams with training and skills to optimize service delivery in alignment with individual needs.
* Elevated account management by predicting potential competitive threats and outlining proactive solutions.
* Utilized Sales Force to track customer information and drive purchases of new Products.
* Provided servicing, management, and retention of Food&Beverage & Home Builders accounts worth over $1,000,000 dollar.

**Education**

* MBA: Business Administration, Universidad De Lebrija - Mendoza, Argentina
* Bachelor of Science: Engenering, Instituto Politécnico Nacional - México City

**Technical Skills**

* MS Office (Outlook, Word, Power Point, Excel)
* Sales Force
* English Fluency, Spanish Native

**Hobbies**

Tennis – Photo - Travel