

OSCAR ISRAEL MEDINA RUEDA

Address: Ave. Guerrero 395 col. Tlatelolco
alcaldía Cuauhtémoc, CDMX 06900

Mobile: 55 3676 9471
oscarimr.oimr@gmail.com

37 years old



Mexican marketer with 12 years in B2B. Specialized into the whole Mexican Republic into: equipment, safety, food and medical industries. In B2B (the seller of the wholesale industry) the challenges are bigger: the risk of tons of products involved and the big pay off too.

DRÄGER (Safety Industry) June 2020 – December 2020 6m

Portafolio Manager

Strategy price list from Germany to Mexico, markup, and also profit of service portafolios, negotiations with Germany providers of complementary products.

Salesforce on Lean and Six Sigma techniques: CRM, KPI's with 12 salesman in Mexico prospects, tracking and satisfaction, for both, machinery and technical support with spare parts.

ATREYUS (Original Equipment Manufacturer) October 2018 – October 2019 1y

Marketing Manager

Portafolio products structure specialist: Brand character, price list, markup, determine profit of services, Germany providers.

Salesforce processes re-engineering on Lean and Six Sigma techniques: CRM, KPI's and Marketing structure process: prospects, tracking and satisfaction, for both, machinery and service technical support with spare parts.

GRUPOLLO (Food Industry) September 2013 – July 2018 5y

Marketing and Sales Coordinator

Manage profit margins by channel distribution, purchase conditions, convert drivers into company salesmen and install a telemarketing for new customer generation and payment reminder to our current customers. Implementation of a CRM with KPIs to measure the effectiveness of the sales team and the effectiveness of collection. Outsourcing of trademarketing tasks.

Loyalty plan for our internal sales team and also for clients from the entire portfolio. KAM for credit of important accounts and development of new marketing channels, with the first telemarketing and collections department at the same time.

- I developed a multidirectional sales process, together with my team.

- So it left a permanent stability: accounts receivable went to 5% although we ran out of big accounts for a while, we got 1 more warehouse in Sta Fe with the first SME credit.

IUSA (OEM-Original Equipment Manufacturer) March 2011 -- October 2012 +1y

Marketing Executive

Developed the first sectioned hardware catalog for the brand's 400+ products, including printed material for national vendors including the website, in English as well. First nationwide trademarketing campaign for Sales Developed pricing strategies

directly with Alcione's purchasing managers to offer price driven, electric solutions to customers as GEO Expos organization: EXPO Eléctrica, CANAME, CFE, Expoferretera, CANACO, CASA GEO, Press Room CFE, Brazil, US, Holland.

- +200 hardware stores have deep knowledge of IUSA products, increasing sales in hardware stores by 15% and obtaining incentives in kind for floor salesmen of our distributors.

3M (Medical Industry) February 2006 – January 2011

5y

Innovation and Researcher Analyst

Leader in the development of new products and integral solutions for the business in 3M Hospitals together with regulatory-Cofepris. Being a specialist in the company's Business Case for the Mexican Hospital market. In charge of hiring Market Research Houses to perform VOC & VOM in Private Sector hospitals and of course in the Public Sector. Negotiated prices by innovation index with Casa Saba and Nadro, main national pharmaceutical distributors. Responsible for advertising -promotional campaigns in hospitals throughout Mexico with 80 nurses in the country approaching the Heads of Nurses of Medical Specialties and Sub-specialties so that they can see the differences and new benefits of the technological solutions that 3M brings to Mexico for a Mexican patient who deserves to recover as if he were the most important patient in the world. Working with German and North American medical talent, so that they will share in different medical congresses 3M's good practices of technological use with their peers here in Mexico. And we did the same with renowned Mexican doctors and nurses so that they went to different countries

- I learned how to sell high in the Public Sector and defend the value of a premium brand with exclusive hospital Buyers .
- I treat patients in Mexican public hospitals with dignified products. Let the marketing, do not look like marketing.

TELEVISA (Communication Industry) January -- October 2005

Internship program

I developed skills at IBOPE and Nielsen, becoming a specialist in presentations with corporate clients arguing rating, gross rating points, share, cpm cost per thousand, TV advertised competition as arguments to advertise on TV; marketing the product portfolio offered by Canal 4 TV, the Mexico City channel. Develop the ability to talk to owners and directors with only 22 years.

LEO BURNETT (Advertising Agency) May -- December 2004

Internship program

Develop a deep understanding of my Product's relationship with the Mexican Consumer: folklorically, semantically, culturally, ethnographically in order to understand which are the segments and profiles of our customers and determine the best positioning of the product and/or family of products and "verbalize emotions", the INSIGHT of proper communication. In-house" Qualitative Market Research, as well as the hiring of External Market Research Agencies.

Professional Experience

Marketing Course – Kellogg School of Management 2006, 2007, 2008 Chicago IL

Code of Conduct – Tata TCS Queretaro 2020

TATA Data Privacy Certificate - Tata TCS Queretaro 2020

SAP S/4HANA – Fresco Course Tata Consulting Services 2020

Mobile Application Security – Fresco Course Tata Consulting Services 2020

Salesforce Einstein Analytics – Fresco Course Tata Consulting Services 2020

Six Sigma brand believer.

MARKETING Technologic University of Queretaro Generation 2004

COMERCIAL ENGINEERING Technologic University of Mexico in course

English as a Second Language Triton College IL Generation 2008

Personal information:

ID (CURP number) : MERO831206HHDFDDS03.

DOB : December 6, 1983.

Nationality : Mexican.

Marrital status : Single father of 1 son.

Language : Fluid English conversation and beginner at chiese.

Sports : Basketball

Recommendation Letters:

Adriana Votte

People Development Manager at Bellota México

Phone: +52 271 717-0207

José Carlos Gaspar

Coordinator of Automatization & Measurement at Pemex

E-mail: jose.carlos.gaspar@pemex.com

Gaby Calvet

IPADE Bussines School

Phone: +52 55858020+

Eduaro Melo

Director of Human Resources at IUSA

Phone: +52 51181500

Francisco Javier Sandoval

Humar Resources Manager at Atreyus

Phone: +52 57595760

Abraham Sánchez

Sales Force Director at Grupollo

Phone: +52 771 397 3942+