

Emilio Pedral

International Sales and Marketing Executive

proactive@emiliopedral.com

Summary

Proactive Sales /Tactical Marketing /Business Development

I am a passionate, optimistic and motivated sales and marketing manager with international business experience. My formula is to perform sales based on the value that the product delivers anticipating new trends and events. Some of my tools and skills are:

- Value Added Sales
- Consultative Sales
- Specialty, Complex and Long Cycle Sales
- Customer Relationship Management (CRM)
- Product-line Pricing
- Forecast and Budgeting
- Channel Management and Marketing
- Market Segmentation
- Product Management and Development
- Selective Distribution
- Branding

I welcome challenge and I know that my most important achievement is yet to come.

Got Sales?

Specialties

Market Development, Sales Management, Business Development, International Commerce, Product Manager, Industrial Sales, Technical Sales, New Products, New Technologies, Innovation, Field and Tactical Marketing.

Experience

Board of Directors Advisor at TECMA

January 2010 - Present (7 months)

Technology Entrepreneurship Cultural Mexican Association. TECMA's mission is to promote the creation and development of productive high tech projects that will support the economic growth and technology industry of Mexico, with relevant participation of entrepreneur sectors from Mexico and Orange County, CA.

2 recommendations available upon request

Seeking a position as a Sales or Marketing Manager at an industrial products or original equipment manufacturer.

August 2009 - Present (1 year)

I am looking for an opportunity where I can utilize my consultative approach to achieve sales with long cycle closure and requiring complex solutions. In new business development I have successfully launched new products and line extensions with soon ROI using tactical marketing strategies to achieve profitable market penetration.

1 recommendation available upon request

Sales & Field Marketing Manager at Arkema Inc. / Altuglas International

June 2001 - 2009 (8 years)

Sales and Field Marketing Manager (2005 – 2009)

Managed the marketing budget allocated to the Southwestern region with \$20 Million in annual sales for Plexiglas and Tuffak brands. Controlled forecasting, pricing, distribution, direct sales and key accounts. Educated and trained users and manufacturer's representatives. Supervised customer service team.

Senior Account Manager (2003 – 2005)

Performed sales and account administration overseeing over 40 distribution centers in the Southwestern USA. Collaborated with corporate teams to implement strategies and expand market penetration. Provided technical assistance and improved relationships with key distributors and direct customers.

Technical Sales Representative (2001 – 2003)

Serviced the Latin American region onsite in Mexico City. Provided technical support and established new relationships in the market. Qualified, designated and evaluated new distributors within the region. Earned the 2002 Targeted Products Growth Award by successfully launching high profit product lines to achieve 187% growth in one year.

14 recommendations available upon request

International Purchasing Manager at Hella Lighting

February 1998 - May 2001 (3 years 4 months)

Conducted international negotiations with over 250 different European and Asian suppliers, managed logistics for more than 30 countries and assisted long-term projects in Germany and Japan. Guided the department through an enterprise system migration and developed new manuals and policies.

3 recommendations available upon request

Administrative Manager at Ditec Automation

January 1997 - February 1998 (1 year 2 months)

Managed a staff of 15 including the finance department and a cross-functional team from

accounting, customer service and logistics. Administrated resources and contracts with large OEM automotive and mining companies. Diagnosed and consolidated the processes and operations of the administrative team.

German Practice Consultant at KPMG Peat Marwick Consulting.

January 1996 - December 1997 (2 years)

Consulted major German accounts in different matters such as operations, accounting, norms and policies, logistics and transportation, international commerce, production and safety and risk management.

Education

University of California, Irvine

Marketing, 2007 - 2009

Wilson Learning

Counselor Salesperson, Consultative Sales Training, 2008 - 2008

University of Virginia - Darden Graduate School of Business Administration

Executive Education, Negotiation Success Laboratory, 2007 - 2007

Activities and Societies: Program designed to enhance negotiation skills by experimenting in a negotiation laboratory with a variety of tactics, strategies and behaviors.

Goethe Institut

ZDaF, German / Business, 1999 - 2002

Instituto Tecnológico y de Estudios Superiores de Monterrey

CPA, Accounting, 1993 - 1997

Honors and Awards

2001 EOSA/ Hella Mexico.

- Supplier of the year award/ Automotive OEM Manufacturer.

2001 & 2002 Sales Award in Arkema Mexican branch.

- Doubled the market share and territory sales within Latin America.

2002 Invited lecturer at Universidad Panamericana/ Design Department.

- The Future of Polymers for Industrial Design.

2003 Targeted Products Growth Award winner in NAFTA region.

- Successfully launched new products into the market increasing the profitability of a family of products and breaking sales records in the region.

2003 Invited Lecturer / Universidad Iberoamericana

- Acrylic Polymers for Industrial Designing.

2004 Invited lecturer at Universidad Iberoamericana./ Engineering School.

- Future of Plastics. (April)
- Performance Polymers (June).

2004 Supplier of the year by Museo Papalote. Mexico.

2005 Invited lecturer at Universidad Iberoamericana./ Design School.

- Materials and Processes. (April).

Interests

Marketing training, Specialty Sales, Market trends, ROI of Marketing, Photography, Travels, Surfing, Golf.

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22 people have recommended Emilio

"As a member of the Board at TECMA I've had the opportunity of working together with Emilio in diverse projects involving marketing and branding programs. Emilio has proved to be an experienced business development executive with the drive, knowledge and experience to make a positive impact in the organization. It's my pleasure to recommend Emilio Pedral for any business development, marketing or sales initiative."

— **Armando Pensado**, *Co-Chairman for Technology committee, TECMA*, worked directly with Emilio at TECMA

"Since Emilio Pedral began collaborating with the Board of Directors at TECMA, he has consistently used his expertise in business development to introduce TECMA to important organizations and businesses in Orange County. In addition, he has helped build TECMA's image and reputation with his branding skills and his ability to build strong business relationships. I recommend Emilio's expertise for any venture where building strong and long-lasting relationships is crucial."

— **José Luis Rodríguez Alemán**, *Technology committee board member, Alternative Energy and Automotive sectors, TECMA*, worked with Emilio at TECMA

"Emilio is a highly motivated professional with effective sales, marketing and business development skills. As a team member in the Advanced Career Course at Webster University, I enjoyed the opportunity of working with Emilio, where his creativity and experience was instrumental in building the team and reaching our objectives. I strongly recommend Emilio for any sales, marketing or business development endeavors."

— **Bill Donnenwirth**, *Experienced Sales & Business Professional seeking a new opportunity, a company looking to increase its business.*, was with another company when working with Emilio at an industrial products or original equipment manufacturer.

"Emilio is a dynamic, talented and highly experienced 'Leader - Driver - Problem Solver' sales and marketing executive. Passionate about his projects, Emilio remains current in the use of new technologies to execute outstanding sales and marketing programs. He is an exceptional team player, a natural problem solver, listens and understands the client's concerns, and highly gifted with creativity for specialty sales and market development. I highly recommend Emilio's expertise for the solution of any sales or marketing challenge, business development and growth!"

— **Elizabeth Socha - Straff**, *Volunteer, Trained 700+, Coach, Creative Special Projects / Networking, Experience Unlimited, Irvine & John Hall's Career Coaching @ Webster University*, was with another company when working with Emilio at Arkema Inc. / Altuglas International

"I had the pleasure of working with Emilio on innovation initiatives and in projects targeting new markets. He was always an excellent resource for helping to understand recent developments in the marketplace, changes in customer needs, and updated competitive offerings. His contributions shortened development time and his relationships helped bring new products into adjacent markets. I recommend Emilio as a team player with outstanding experience in sales and marketing for increased revenue and profitability."

— **Douglas Dillon**, *Materials Development Engineer - Sheet, Arkema*, worked directly with Emilio at Arkema Inc. / Altuglas International

"I have worked with Emilio over the past 8 years in Altuglas. His out-going and collaborative personality enabled him to secure a very large order for a new product in its first year by penetrating into a new application in a famous Mexico City museum. He received the "Targeted Products Growth Award" from the Altuglas business for this effort. He has been a contributing participant on our Innovation team and has successfully arranged numerous production-scale field trials of new Altuglas sheet products in new application areas that have contributed towards growth on the west coast. He is a talented, versatile and dedicated Sales & Marketing professional that would be an asset for a growth-oriented organization."

— **Jack Reilly**, *R&D Manager, Arkema Inc.*, managed Emilio indirectly at Arkema Inc. / Altuglas International

"I had the pleasure of working with Emilio for the past eight years in Arkema. Emilio's energetic and highly motivated personality enabled him to move very quickly from Sales Representative in Latin America to North American West Coast Sales and Marketing Manager. Emilio's ability to form strong relationships with customers and colleagues is an asset to any organization. Emilio works very well understanding new technologies and markets. This ability enabled him to be successful generating new sales and opening doors to new markets. I would highly recommend Emilio as an experienced Sales and Marketing professional."

— **Liz Grimes**, *Senior Technical Service Engineer, INTERNATIONAL, King of Prussia, PA*, worked directly with Emilio at Arkema Inc. / Altuglas International

"Emilio is a very professional guy. He has great selling skills and is known by his peers for being committed and results oriented. He is a good negotiator, very creative in finding solutions and common agreements and building valuable partnerships. He is hard working, responsible and very passionate."

— **Andrea Romay**, *Student, Universidad Iberoamericana, Ciudad de México*, worked directly with

Emilio at Arkema Inc. / Altuglas International

"I've worked with Emilio on several specialty products and tremendously appreciated his input and assistance. His professionalism, persistence, and creative thinking in reaching industry leaders and key potential customers allowed me to collect VOC that was invaluable in the next generation product development efforts. On another project, Emilio's ability to build relationships with OEMs' technical and purchasing teams were instrumental in running successful product trials at customers' plants, which led to a "go" decision in the stage-gate process. Also, thanks to his consultative approach, our business group secured a specification for a landmark architectural design. Finally, his out-of-the-box thinking was recognized at our Innovation Team."

— **Mike Gromczak**, *Market Development Manager, Arkema*, worked directly with Emilio at Arkema Inc. / Altuglas International

"I have worked with Emilio over a five year period. During my time as Business Manager at Arkema, Emilio was responsible for high growth of Polycarbonate sheet products. Emilio is an exceptionally talented sales manager, with significant skills in business development at high value customers. Emilio frequently utilizes market segmentation skills to target opportunities. With his amiable approach he is then able to meet with the customers and understand their requirements. Working with other members of the organization (production, research, marketing and logistics), Emilio is then able to develop a product offering for the customer and capture outstanding margins using value pricing. Emilio would be an asset to any organization looking to aggressively grow sales of specialty products."

— **Martyn Kelly**, *Business Manager, Arkema*, managed Emilio indirectly at Arkema Inc. / Altuglas International

"Emilio is unique sales & marketing talent with exceptional problem-solving skills besides a phenomenal relationship builder. He is a great asset to any organization due to add value to sales process through smart solutions"

— **Roberto Garcia-Roldan**, *Advertising & Marketing Communications Manager, Gates, formerly Gates Rubber*, managed Emilio indirectly at Arkema Inc.

"I worked with Emilio closely when he was responsible for the west coast territory. He provided me timely with sales updates and helped me with inventory/warehousing strategies. He was very responsible and detail-oriented, never throwing out data that was not verified by himself. With our joint effort, customer satisfaction was perceived being improved with a growth of sales in his territory."

— **Yinchu Hou**, *Supply Chain Planner, Arkema*, worked directly with Emilio at Arkema Inc. / Altuglas International

"During the time I have known Emilio, he has distinguished himself as an excellent professional and

energetic entrepreneur in the fields of business and management. Emilio is a high motivated professional; he is very creative, hard working problem-solver and a leader. I found him to be consistently pleasant, tackling all assignments with dedication and great attitude."

— **Jarazet A**, studied with Emilio at University of California, Irvine

"Emilio is a very intelligent and passionate professional. My advice to any employer is to give Emilio room to execute his knowledge and play out his instincts--returns on this latitude will be great."

— **Ellen Callen**, taught Emilio at University of California, Irvine

"Emilio is a high motivated person and focusing on clear objectives. He always supported all project activities also in critical situations even if his personal effort was needed. It was a pleasure working with him."

— **Rafael Muñoz**, *Gerente de Logística, Hella*, worked directly with Emilio at Hella Lighting

"When it comes to working with the best, there is no alternative. Not only is Emilio extremely well versed in all of his fields of business, but also creates an environment for all those working with and around him completely enjoyable. Those who have been fortunate enough to have worked with Emilio, along with myself, know that he brings Professionalism, Quality, Creativity, and Efficiency to any venture. I look forward to working more with him to gain the same knowledge and experience he proves so well."

— **Paul Leu**, *President, CEO, Leuy Co International, Inc.*, was with another company when working with Emilio at Arkema Inc. / Altuglas International

"I have had the opportunity of collaborating with Emilio on several projects for a number of years now. Emilio is without a doubt a highly skilled, highly motivated and dynamic professional. Working with him is not only an efficient and interactive process but also one that is very enjoyable. His positive attitude makes things move forward at a fast pace and have helped in a significant manner the development of new projects for Arkema."

— **Manuel Garcia-Leiner**, *Research Scientist, Arkema*, worked directly with Emilio at Arkema Inc. / Altuglas International

""Emilio is a very proficient and detailed person, He follows through on all assignments and insures the goals and objectives are met in a timely fashion. He is very adept at handling a variety of requests and can manage a team and project very professionally.""

— **Victor Mendoza**, *CFO Mexico & Latinamerica, FSA Insurance*, worked with Emilio at Arkema Inc.

"Emilio is an exceptional worker! He is organized,hard working, and passionate about his work. Not only would I recommend him to any company, but I would also jump at the chance to work with him

again. Emilio possesses two unique characteristics in this day and age. He has integrity and drive, a winning combination of attributes that any company would welcome with open arms."

— **Richard Conlyn**, *Loan coordinator, Castlerock Lending*, worked directly with Emilio at Castlerock Lending

"First of all Emilio is a great friend. He is always focus on value, looking for the best results ever. He is good on strategy execution. I met Emilio at Hella in Mexico city and we were working as a great team. He is a key player with a lot of skills and he is good with relationships. I do recommend Emilio as an excellent partner."

— **Adalberto Terrazas**, *Logistics Chief, HELLA. Tlalnepantla, Mexico*, worked directly with Emilio at Hella Lighting

"Emilio is an experienced professional, highly motivated to obtain results and very skilled in project management. After working with Emilio on various projects I can say that his creative thinking and excellent business ethics will make him a great business partner. I do not hesitate in recommending Emilio."

— **Arnaud Gouel [LION]**, was Emilio's client

"I recommend Emilio without hesitation, and especially applaud his ability to work under very tight deadlines. His expertise, focus, and creativity under pressure have made him a tremendous asset to our team."

— **Hermann Rasch**, *Agent, Tele Tech*, worked directly with Emilio at Hella Mexico

Expertise

Business Development, Market Research and Definition, Events Marketing, Internet Marketing, Sales Techniques, Supply Chain Management, Using LinkedIn

[Contact Emilio on LinkedIn](#)