



ROSENDO SANTOS

Business Development/ Account Manager/ Sales

Hardworking Business Development Manager with 20 years of experience working directly with clients to service accounts.

Expert at communication and applying targeted salesman techniques to achieve sales goals. Successful at increasing revenue with new accounts while maintaining relationship with existing ones, bilingual leader with a history of penetrating new markets and major accounts by using effective hunting and intelligence gathering skills, leveraging networking skills, sharp business mind. Skilled in developing and maintaining long-term strategic relationships with clients, increasing sales growth, identifying new opportunities.

Professional Experience

Applied Lubrication Technology 2021- present.

Account Manager, Texas and Louisiana

Develop and sustain long- lasting client relationships and sales to promote company products maintaining clients and increasing sales by 30%, acquired Optimus steel plant as a key client, expanding market reach in Texas, increasing profitability generating \$200,000 in sales.

Digilube Systems, Springboro

Account Manager, Texas 2019- 2021

Achieve high level customer satisfaction by delivering exceptional services with close collaboration of product development departments. Maximize sales volume by developing and executing client focused creative solutions. Spearhead supports sales team and maximize their potential to overcome competitive challenges. Develop and sustain long- lasting client relationships to promote company goals.

Distribuidora DIPEV C.A. 1994 – 2018

General Manager

Directed overall aspects of operations and management of powder coating paint sales and distribution, Chemicals products and Automatic lubricators for conveyors, exclusively presented Dupont now Axalta and Proquimia in Venezuela achieving established objectives by selling 480 tons of powder coating a year and 120 tons of Chemicals as well, supervised 14 employees, designed creative and reliable short- and long-term strategies to attain sales goals. Led the successful management of safety stock levels of inventory and forecast modifications.

Skills:

Strategic Business Planning & Execution
Team building work
Goal Oriented and result driven
Account Development & Growth
Revenue Optimization
Problem solver
Sales Planning & Forecasting
CRM Systems and software
Leadership

Education:

Master of Science in Objective
Management
IESA Institute, Caracas / Venezuela

Bachelor of Science in Business
University of Houston, Houston, USA

Languages:
Spanish & English



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