

# Jorge A. Rodriguez

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## Profile

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With more than 20 years of professional and leadership experience, I am an executive focused on results, determined to cut costs and boost revenue through innovative management techniques. Committed to the financial and operational success. Organized and diligent, with excellent written, oral and interpersonal communication skills.

## Experience

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### Sales Manager – Special Accounts

Nov 2015 – Oct 2017

**Refrescos sin Gas S.A. – RE.S.GA.S.A. (producer, bottler and distributor of beverages) • Guayaquil, Ecuador**

Responsible for the direct sales to end users, focusing on the commercial and non-commercial Key Accounts Customers, and the convenience and grocery stores. Customer satisfaction, share growth, and sales increase were the drivers of my management.

### Sales Manager

May 2015 - Sep 2015

**Macasa, Maquinas y Camiones S.A. (IIASA Group: dealer of CATERPILLAR products, MACK trucks and VOLVO trucks/buses) • Guayaquil, Ecuador**

Accountable for Mack and Volvo trucks and buses sales nationwide, including overall customer satisfaction. Due to the economic contraction in Ecuador during 2015, the accomplishment of international lines of credit available for customers was the major achievement obtained.

### Commercial Manager

Oct 2010 - May 2015

**Importadora Industrial Agricola S.A. (IIASA Group: dealer of CATERPILLAR products, MACK trucks and VOLVO trucks/buses) • Guayaquil, Ecuador**

Managed the Machine Sales nationwide for the governmental segment and mining customers, resulting in a 10% increase in revenue and captured over 35% market share.

### Sales Manager

Jul 2009 - Sep 2010

**Refrescos sin Gas S.A. – RE.S.GA.S.A. (producer, bottler and distributor of beverages) • Guayaquil, Ecuador**

Accountable for bottled drinks sales nationwide, including the strategy and the launch campaign for a new product in the Ecuadorian market. Managed a team of 70 professionals.

### Commercial Director and General Manager

Apr 2007 - May 2009

**Eica, Emilio Isaias C.A. de Comercio (CASE, TEREX, KIA, and MTU dealership) • Guayaquil, Ecuador**

Planned and executed national sales department improvements, updating the company's approach to marketing, cost analysis, presentations and territory establishment. Recognized as top sales generator, increasing sales level by 37% in 2007 alone.

### Service Manager

Nov 2004 - Apr 2007

**Talleres para Maquinaria Industrial Agricola S.A. (IIASA Group: dealer of CATERPILLAR products, MACK trucks and VOLVO trucks/buses) • Guayaquil, Ecuador**

Developed and implemented an efficient accounting, financial and operational system to turn the company into a profitable business unit inside the group, after many years of negative results. Managed a team of over 200 people nationwide, between administrative and technical employees.

### Credit and Collections Manager

Nov 2003 - Nov 2004

**Importadora Industrial Agricola S.A. (IIASA Group: dealer of CATERPILLAR products, MACK trucks and VOLVO trucks/buses) • Guayaquil, Ecuador**

Coordinated the approval or rejection of lines of credit and commercial loans nationwide. Executed accounts receivable reporting enhancements and reconciliation procedures. Calculated figures such as discounts, percentage allocations and credits. Maintained detailed administrative and procedural processes to improve accuracy and efficiency.

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## Experience (cont.)

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### Support Agreements Manager

Jun 2003 - Oct 2003

**Talleres para Maquinaria Industrial Agricola S.A. (IIASA Group: dealer of CATERPILLAR products, MACK trucks and VOLVO trucks/buses) • Guayaquil, Ecuador**

Built and maintained successful end-user service tools and documentation, working closely with customers, performing all tasks related with their equipment management solutions.

### Regional Industrial Division Manager and Special Projects Manager

Sep 2001 - Jun 2003

**Importadora Industrial Agricola S.A. (IIASA Group: CATERPILLAR product line, MACK/VOLVO trucks dealership) • Quito, Ecuador**

Managed a regional sales staff, and defined strategy, start-up and management of the business plan for the OCP Project (500 Kms. pipeline from the orient to the coast of Ecuador). The project resulted in sales growth, customer satisfaction and high profitability.

### Regional Product Support Manager

Mar 2001 - Sep 2001

**Importadora Industrial Agricola S.A. (IIASA Group: dealer of CATERPILLAR products, MACK trucks and VOLVO trucks/buses) • Guayaquil, Ecuador**

Managed team of 15 sales professionals. Identified opportunities to up sell product and services, surpassing all sales goals and obtained increased sales.

### Credit and Collections Regional Manager

Sep 1999 - Feb 2001

**Importadora Industrial Agricola S.A. (IIASA Group: dealer of CATERPILLAR products, MACK trucks and VOLVO trucks/buses) • Guayaquil, Ecuador**

Performed debit, credit and total accounts on customer's database assigned. Reduced time and costs and increased efficiency by introducing new procedures.

### Credit and Collections Legal Assistant

Jul 1996 - Sep 1999

**Importadora Industrial Agricola S.A. (IIASA Group: dealer of CATERPILLAR products, MACK trucks and VOLVO trucks/buses) • Guayaquil, Ecuador**

Renegotiated payment terms with dozens of customers. Supported a team of six attorneys with generating and filing of pleadings, motions and various court documents. Collected data to prepare and draft settlement packages for clients. Portfolio recovery was the major achievement obtained.

### Accounts Executive and IT responsible

Mar 1995 - Mar 1996

**Inchape Testing Services Int. Ltd. (Foreign Trade Agency) • Guayaquil, Ecuador**

Developed highly empathetic client relationships and earned reputation for exceeding goals to follow-up on shipping statuses. Collaborated with the global team to resolve IT support cases and led the development of software upgrades and the deployment on the company.

### Customer Service Representative and Assistant for the Marketing Manager

Aug 1992 - Mar 1995

**Banco del Pacifico S.A. (Bank) • Guayaquil, Ecuador**

Collaborated with advertising and promotion of products and services, customized to individuals and commercial accounts.

## Education

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### Business, MBA

Jul 2009

IDE Business School & Universidad Catolica de Santiago de Guayaquil • Guayaquil, Ecuador

### Administration, BBA with Minor in Business Management

Sep 2006

Universidad de Especialidades Espiritu Santo • Samborondon, Ecuador

## Skills

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|-----------------------|-------------------------------|--|
| • P&L Management      | • Operations Management       | • Administrative and analytical skills |
| • Skilled negotiator  | • Sales and Marketing         | • Project Planning and Management      |
| • Focussed on results | • Self learner and strategist | • Bilingual                            |