

# ALEJANDRO CONTRERAS RAMIREZ

## BUSINESS DEVELOPER



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Please review Diplomas and Recommendations at:

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### HARD SKILLS

Knowledge about intelligence market, industry trends, based in numbers, connoisseur of CRM: SAP/SF, commercial and financial KPIs; solver problems.

### EDUCATION

Master's (100% credits)  
Unimex

*Skills Management*

2021-2022

Bachelor's Degree  
UNAM- CU; 3.4 GPA

Mechanical, Electrician-  
Industrial Eng.

1992-1997

Diploma - 1997

UAM- A

Organizational Development

### PROFILE

**Business Developer with 25 years of experience in B2B technical sales, prospecting, funnel creation, account management, channel management and leadership of multidisciplinary teams. I've been particularly successful delivering strategy and structuring a new business area/ new sales initiative, managing budget, aligning resources and corporate strategy.**

**Leader persuasive and positive, assertive, results oriented, logical and precise.**

### EXPERIENCES

**GEA Group.** Company-OEM specialized in process; equipment; services; turnkey projects  
Sales Representative for Pharma 2020-2022

Responsible of: developing business through Mexico scope Pharma for new machines, accountable for a quota of +1 Mio Euro.

- ✓ I did negotiate with GEA Europe (VP level) the choice of selling New Machines for Mexico Pharma Market.
- ✓ I did recover (3) three Transnational Accounts with their respectively Purchase Orders: Pfizer; Bausch & Health Group; Chinoin Group, reaching PO's: 3 Mio Euro in (2) two years.
- ✓ I did improve the loyalty index Pharma Customers in Mexico.
- ✓ I did build a pipeline of 7.0 Mio Euro.

**Aldesa-ADM.** ADM it's an EPC Company

Business Developer Manager 2019

Responsible of developing business through a new portfolio of products and services, based on applications of automation; Datacom; telecom; renewable energies.

I carried out technical ppts. and sales calls in order to pursue sales opportunities Engie; Gpo. Ortiz. With a sorted set of Engineering Firms and EPCs such: ACS- Cobra; Elecnor; Sener. I did upload in the system a new EPC account: Prodiel.

**Danfoss Drives.** Company specialized in electric/ electronic components.

Sales Specialist 2017-2019;

Accountable of sales quota for developing new business through the territory: Cdmx; Mex; Hidalgo; Veracruz; Puebla; Tlaxcala.

- I did recover accounts of the channels: EPC; OEM; System Integrators such as: Suez; Automatik; Dacs; ICSH; Mayekawa; Jocar; Reinsel
- I did contribute to the led generation and affective sales as result of the developed of technical sessions for + 50 potential customers.
- I did specify the Danfoss drives brand with a couple of government entity of Waters: Agua de Puebla and JMAS- Juarez City
- I did exceed the budget through the balance selling and working in a collaborative team reaching average 1.0 Mio USD/ year.
- I brought more than six new customers as new business segment.

**Emerson Automation Solutions,**

MES Champion (Pharma and O&G ) 2014-2016

Accountable of sales quota for developing new business through the NOLA territory: Mexico; CA; Colombia; Perú and Ecuador.

- I did influence IT/OT Pemex HQ and carried out a proof of concept (Server; SW; commissioning) of Solution for improve the operations for an Oil Terminal, thanks of this Demo, Emerson's Terminals Management solution was approved in the Pemex's Vendor List.
- I did sell a couple of Terminals solutions for the EPC Sein- Petroecuador.
- I did negotiate (Director level) the choice of upload in the system a new system Integrator as pharma's channel, ABR Control Distribuido.
- I carried out at Canifarma in order to foster the Emerson pharma solutions, through technical sessions dictated.

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## BUSINESS DEVELOPER

### Training

Technical: PLC; Scada; Process Technologies.  
MES Software; Safety; Industrial; end Control  
element components; Drives; Motor Control;  
valves; instrumentation.

Commercial and Management Training:  
Customer Centric Selling; Sales Process;  
Sales Operations; Account Building; ;  
Contracts Negotiation.

### Rockwell Automation

Account Sales Manager

2007-2014

Accountable of quota and territory

- ✓ I did sell to PepsiCo- 1.5 Mio USD (a turnkey safety project for 20 Plants, including risk assessment and implementation, derivate of that I did achieve a RA award.,
- ✓ I did sell heavy industry projects around 2.0 Mio USD through some EPCS and OEMS such: Cerrey; Sinergia- mining Inds, Automatik- sugar mill Inds, Mayekawa\_ Petrochemical Inds.
- ✓ I did certificate (4) four Recognized System Integrators: Automatik; ICP; TKA; Arch
- ✓ I did obtain an award because balance selling such sales to OEMs/ EPC: GEA, Tetra Pak, Mayekawa; Cerrey, Sinergia; Intelligrated and Femsa, Colgate and Du Pont.
- ✓ I did obtain an award for the 1<sup>st</sup> Account Sales Manager in 2011.

### Philips Lighting

Sr Sales Eng.

2004-2006

I learned the Channel Management through a retailers, saturated market

### Ericsson Telecom

Project Leader & Engineering Supervisor

1998-2004