

Sandra Marisol Pérez De la Rosa.

Commercial Leadership in Complex Channels. Comprehensive strategies for self-service, convenience, wholesale, and food service. Trade marketing redesign and demand planning with analytical focus. Disciplined commercial operations: KPIs, automation, and continuous improvement. Development of key client/retailer relationships to drive innovation. Strategic account management centered on profitability and sustainable growth. Omnichannel execution: in-store to shopper behavior analytics. Proven ability to translate complex insights into profitable actions.

**MONDELEZ INTERNATIONAL 2008 – 2025.*****Held the following positions:*****Trade Marketing Manager – Food Service & All Channels (2022–2025)**

- Designed/executed integrated commercial strategies for key brands (e.g., Philadelphia®), driving +12% Sell-In and +14% Sell-Out growth.
- Identified opportunities through KPI analysis (DN, DP, Drop Size), achieving +1pp market share gain.
- Executed channel-specific action plans (promotions, contests, NPD launches), delivering differentiated results: Retail (+15%), Wholesale (+10%), Self-Service (+9%), Clubs (+4%), HORECA (+5%).

Operational Discipline Model Lead – Retail & Wholesale (2020–2022)

- Institutionalized Operational Discipline Model nationwide via KPI-driven culture, RACI frameworks, and structured workflows.
- Implemented executive scorecards for Commercial Leadership, achieving +10% Sell-In and +35% Drop Size.
- Redesigned field operations: Reduced managerial administrative tasks from 80% → 50%, increased supervisor field presence to 70%, enhancing point-of-sale opportunity identification.

Key Account Manager – Food Service (2019–2020)

- Led bakery co-development projects with strategic Self-Service/Club clients (Philadelphia®, Oreo®).
- Forged partnerships with Nestlé®, Hershey's®, Turin® for showroom-driven NPD launches.
- Maintained pre-pandemic sales levels during COVID-19 through JBP compliance, inventory management, and rotation control.

Key Account Manager – Convenience Stores (C-Stores) (2015–2019)

- Managed strategic accounts (Tiendas Extra, Círculo K, NADRO), delivering +34% value and +35% volume growth (Sell-In).
- Executed category development (CATMAN): cataloging, portfolio optimization, planogram implementation.
- Coordinated cross-functional teams (Legal, CS&L, Trade Marketing, Quality) for joint business planning.
- Increased checkout presence: SOM grew 50% → 71%.

Sales Intelligence Lead – Self-Service, Retail, C-Stores, Wholesale (2008–2015)

- Developed analytical tools for channel performance visibility across KPIs: Sell-In, Store Check, MSL, DN, DP, SOM, SKU-level rotation.
- Negotiated client data-sharing agreements for integrated inventory/Sell-Out reporting platforms.
- Pioneered Sell-Out visibility tool, enabling data-driven decisions that drove 11% category growth (Powders).

AT&T***Sales Executive & Collections Supervisor (2002–2008)*****Professional Profile.**

Commercial Manager experienced in leading sales strategies, point-of-sale execution, commercial intelligence, and client development across Self-Service, Retail, Convenience Stores, Food Service, and Wholesale sectors. Expertise in maximizing key performance indicators (KPIs), designing profitable investment plans, leading cross-functional teams, and transforming commercial execution through models like Operational Discipline. Strategic, results-driven approach aligned with consumer/shopper evolution.

Professional Objective.

Seeking a managerial-level role in Commercial Operations within an organization requiring strengthened sales channels, professionalized trade marketing, optimized KPI management, and accelerated sustainable growth through data-driven initiatives, flawless execution, and collaborative leadership.

Education & Certifications.

MBA in Business Administration & Finance
Universidad Tecnológica de México (UNITEC)

B.A. in Marketing UNITEC.

Languages: Spanish (Native)
English (Professional)