

Manuel López Ferrer.

Commercial Director | Commercial Strategy | Business Development | Revenue Growth | Key Account Management & Strategic Retail | Market Expansion & Channel Development | Profitability & Margin Optimization | High-Performance Sales Leadership | Operational & Logistics Efficiency | B2B Market Development



Commercial Director KEMIKALS | 2022 – 2025

Upon joining Kemikals, I was responsible for leading **commercial strategic planning, market development, and the coordination of sales, technical service, and distribution center operations**. In this role, I managed the **commercial P&L and a budget exceeding \$12M USD**, leading a direct team of 7 professionals, overseeing a portfolio of **85 active clients nationwide**, and coordinating operations across **3 distribution centers with national coverage**.

I designed and executed a commercial growth strategy driven by performance indicators focused on **profitability, inventory turnover, and service levels**, resulting in a **20% increase in revenue** during the period.

In parallel, I led operational efficiency initiatives that reduced **operating expenses by 10% (approximately \$200K USD in savings)** and significantly enhanced customer service levels by increasing **Fill Rate from 75% to 90%** and reducing delivery lead times by **33% (from 72 to 48 hours)**.

Additionally, I implemented commercial control and margin optimization strategies that increased profitability from **23.2% to 26.4%**, generating approximately **\$1.2M USD in direct value** through revenue growth, operational efficiency, and strengthened commercial execution.

Regional Sales Manager Grupo Monteblando | 2018 – 2022.

Upon joining Grupo Monteblando, I was responsible for leading **national commercial strategy, channel development, and market expansion across Mexico and Central America**, overseeing sales and trade marketing teams as well as the commercial operation of **four distribution centers**.

In this role, I managed the **commercial Budget of a \$90M USD operation**, leading 7 direct reports and an indirect structure of **105 employees**, managing a portfolio of **150 active clients**, and coordinating a logistics network of **50 distribution routes** with national coverage and operations extending to the United States and Guatemala.

I led the redesign of the commercial strategy and strengthened key channels including **modern retail, wholesale, and institutional**, resulting in an increase in average monthly revenue from **\$6M USD to \$7.5M USD (25%)**. Additionally, I led the recovery of key retail accounts, generating approximately **\$5M USD in additional revenue**.

To improve in-store execution, I designed and implemented the **Trade Marketing department**, establishing structured processes for commercial strategy analysis and execution. Concurrently, I drove logistics and operational improvements that increased sales volume by **18 tons per month**, generating approximately **\$480K USD annually**.

These strategic initiatives also improved contribution margin from **20% to 25%**, significantly enhancing overall business profitability.

Previous Experience.

Bachoco | 2004 – 2018 Key Account Executive – Walmart (2007 – 2018) Regional Sales Manager (2004 – 2006)

Sigma Alimentos | 1999 – 2004 Commercial Development Manager.

Servi Next México | 1998 Finance & Administration Manager

Professional Summary.

Senior executive with extensive experience leading commercial strategy and business development within consumer goods, distribution, and retail environments. Specialized in market expansion, key account management, and profitability optimization, with a proven track record driving revenue growth and margin improvement.

Throughout my career, I have managed commercial operations with budgets approaching \$90M USD, leading cross-functional teams across sales, logistics, and trade marketing. My approach combines strategic planning, disciplined commercial execution, and leadership of high-performance teams, consistently delivering sustainable revenue growth and increased market share.

I am recognized for driving business results through strategic thinking, change management, market analysis, and long-term relationship development with key clients.

Education.

Bachelor's Degree in Business Administration Universidad La Salle.

MBA – Master of Business Administration UNAM.

Executive Education.

Executive Management Development Program ICAMI.

Retail Sales Diploma Tec de Monterrey.

Management Skills Diploma Tec. de Monterrey.

Key Account Management Program ITAM.

Skills & Tools.

SAP | Salesforce | Microsoft Dynamics | Microsoft Office

Languages.

Spanish – Native.

English – Advanced.