

Rogelio Elizondo Torres

COMMERCIAL DIRECTOR | NATIONAL SALES MANAGER | COMMERCIAL STRATEGY & EXECUTION. Commercial executive specialized in **driving profitability recovery and accelerating growth in complex commercial operations**, through channel restructuring, KPI-driven management, and strong field execution. Proven track record of **increasing margins by up to +10% and average ticket size by up to +35%**, leading multi-channel teams and transforming operations into sustainable results across **consumer goods, pharmaceutical, and distribution industries.**



Northeast Territory Manager [Quaker State](#) | June 2025 – April 2026.

Led the commercial operation in the Northeast region during a restructuring phase.

Redesigned the organizational model by replacing territorial managers with sales supervisors across local and regional zones, improving customer proximity and field execution.

This transformation resulted in a 5% recovery in contribution margin without negatively impacting team motivation.

Consolidated a structure composed of 1 Commercial Director, 1 Territorial Manager, 8 Supervisors, and 18 Sales Representatives, aligned with the strategic objective of exceeding 500,000 liters in average monthly sales volume.

Implemented a management model based on structured sales meetings, KPI tracking, active prospecting, and daily targets, reversing negative trends and achieving 4% growth in commercial results.

Commercial Director – Northeast Region [Alimentos Nutrifácil](#) | February 2024 – September 2024.

Restructured the commercial area through channel segmentation, redesigning commission schemes and responsibilities, achieving a 4% increase in contribution margin.

Managed a team of 14 sales professionals (field, inside sales, and retail), aligning performance with clear commercial objectives.

Implemented a performance-driven sales methodology focused on KPIs, prospecting, and revenue forecasting, reversing negative trends and closing the year with 5% growth and \$300 million in total revenue.

National Retail Sales & Commercial Operations Manager [Alimentos Sello Rojo](#) | 2022 – 2023.

Led national retail channel operations, initiating the recovery of sales effectiveness starting in Guadalajara (122 routes) and scaling nationwide.

Standardized commercial operations across 365 routes and 29 business units, increasing average ticket size by 15%.

Developed and implemented a supervision model that achieved 90% sales effectiveness, ensuring consistent execution and improved customer service levels.

National Commercial Director – Low Volume Division [Laboratorios PISA](#) | 2016 – 2022.

Redesigned the national commercial strategy, reducing dependency on distributors and strengthening direct sales channels, achieving a 10% recovery in contribution margin.

Implemented up-selling and cross-selling strategies, increasing average ticket size by 35%.

Led a national structure of 124 employees (4 managers, 22 supervisors, 98 sales representatives), improving visit effectiveness to 100% and sales effectiveness to 65% (from 60% and 25%, respectively).

Achieved \$120 million in monthly sales in 2021, maintaining a 4% growth trend in 2022.

Commercial Manager – Retail & Modern Trade Channels [Grupo Lala](#) | 2008 – 2016.

Led growth initiatives across retail and modern trade channels.

Implemented specialized sales routes in the Western region, achieving a 20% increase in value-added product sales.

Developed in-store commercial strategies in key accounts, driving 7% sales growth and increasing shelf presence from 20% to 50%.

Implemented a pre-sales model in Mexico City, delivering 24% growth in the retail channel during the first year.

Professional Profile.

Commercial Director with extensive experience leading operations in consumer goods, pharmaceutical industry, and national distribution.

Expert in transforming underperforming commercial areas into profitable business units, through organizational redesign, implementation of performance-driven methodologies, and strengthening field execution.

Led national and regional commercial structures of over 120 employees, managing operations exceeding \$120 million monthly, delivering sustained improvements in contribution margin, sales effectiveness, and revenue growth.

Combines commercial strategy, operational discipline, and high-performance team leadership to consistently deliver measurable business results.

Education.

Bachelor's Degree in Systems Administration Engineering
Universidad Autónoma de Nuevo León (UANL)
Executive Management Program
IPADE Business School.

Languages.

Spanish: Native
English: Advanced (Business Conversational)