



Gabriela Ruiz Rivera

Commercial Strategy & Business Development | Kam & Revenue Growth | Modern Trade Expansion & Profitability | Portfolio & Cost Optimization | Forecasting & Demand Planning | CRM & Pipeline Management | High-Impact Negotiation | Commercial Leadership.

Equipos y Productos Especializados (EPE) Strategic Accounts & Value Executive July 2025 – Present | Culiacán, Sinaloa.

I currently manage the strategic account Coppel, with an annual business volume of approximately \$160 MDP, leading initiatives related to critical infrastructure, networking, and cybersecurity projects in collaboration with global vendors such as Fortinet and Nutanix. I have driven the professionalization of the commercial management model by enforcing CRM discipline, structuring opportunity tracking, and developing KPIs that provide executive-level visibility and pipeline control.

I contributed to the design and implementation of a CMDB model managing over 3,890 assets, enabling lifecycle management and renewal strategies. This initiative allowed the integration of approximately 90% of the installed base into the client's formal budget, consolidating recurring revenue streams, with over 56% of total revenue derived from renewals.

I coordinate cross-functional teams across sales, engineering, pre-sales, procurement, logistics, and operations, while actively participating in executive presentations and strategic reviews with senior leadership.

Hobart Dayton Mexicana Sales Administrative Manager (LATAM) January 2023 – January 2024.

I was accountable for structuring and leading the commercial-administrative operation across LATAM for Food Retail, Food Service, and Export business units, addressing the challenge of operating without standardized processes. I built the function from the ground up, defining organizational structure, roles, and KPIs, enabling operational control and commercial performance visibility.

I led a team of 5 and managed inventory valued at approximately \$120 MDP, aligning inventory rotation with corporate targets (Active/Slow/Obsolete 80/15/5) through cross-functional coordination with sales, logistics, and procurement, considering international supply lead times.

I spearheaded inventory recovery and rotation strategies, reducing slow and obsolete inventory from \$2.597 MDP to \$520K over two years, surpassing corporate targets, avoiding internal penalties, and positively impacting cost efficiency and profitability.

I also drove logistics optimization through shipment consolidation and process standardization, improving operational efficiency and enhancing both internal and external customer experience.

Hobart Dayton Mexicana Sales Manager – Food Retail Pacific Region 2015 – 2022.

I was responsible for managing key regional accounts, including Casa Ley, Calimax, SuKarne, and other strategic clients, with full ownership of revenue growth, profitability, and portfolio expansion.

I developed and executed commercial strategies that generated revenue increases of \$1.8 MDP in 2017 and \$4 MDP in 2019, along with a +16% growth in Store Package at Casa Ley, driven by competitive analysis and portfolio optimization.

I led inventory management initiatives that reduced obsolete stock by -76%, directly improving business profitability. Additionally, I drove competitive equipment replacement strategies, increasing market share and strengthening long-term client relationships.

During my tenure, the region achieved record-breaking sales years in 2015 and 2022, reinforcing the company's competitive position.

Kellogg Company Key Account Executive – Casa Ley 2013 – 2014.

Bonafont (Danone) Senior Key Account Manager – Pacific Region 2010 – 2013.

General Mills México Retail Sales Executive 2008 – 2010.

PROFESSIONAL SUMMARY.

I am a commercial executive with over 15 years of experience across FMCG, retail, and B2B technology solutions, specializing in commercial strategy, business development, and key account management. I have consistently led initiatives focused on profitable growth, portfolio optimization, and the strengthening of strategic client relationships, integrating sales, operations, and after-sales service.

My approach is centered on driving sustainable revenue, improving margins, and implementing structured commercial models through KPIs, CRM systems, and data-driven decision-making. I have operated in highly competitive environments, delivering measurable impact on profitability, operational efficiency, and market positioning.

EDUCATION.

Industrial Engineering (Quality Specialization)
Instituto Tecnológico de Culiacán.

Executive Management Development Program
ICAMI.

LANGUAGES.

Spanish & English – Full Professional Proficiency (C1/C2)