

GUSTAVO ALEJANDRO ROJAS BERNÁLDEZ

TRADE MARKETING • BUSINESS DEVELOPMENT • KEY ACCOUNT MANAGEMENT

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Trade Marketing | Key Account Management | Commercial Strategy & Planning | Customer and Channel Management | P&L, Budgets and Profitability | Revenue Growth | CPFR, Forecasting and Demand Planning | Negotiation and Portfolio Development | In-Store Execution | Pricing and Category Management | Leadership and Cross-Functional Coordination | Strategic Planning

PROFESSIONAL PROFILE

Professional with experience in Trade Marketing, Key Account Management, Business Development, Demand Planning and channel management within the fast-moving consumer goods (FMCG) and retail industries. I have built my career managing strategic customers such as OXXO, Walmart, Sam's Club, Soriana, Costco, City Club, La Comer and Chedraui, combining commercial strategy, budget management, P&L ownership, negotiations, portfolio development, CPFR, forecasting, inventory management and in-store execution. I currently lead the Trade Marketing strategy for the Pre-Sales channel and manage a team of two; previously, I managed a promotional budget of up to MXN \$150 million across the OXXO, Hard Discount and Proximity operations. My value proposition is centered on translating commercial strategy into execution, profitable growth, portfolio expansion and stronger relationships with strategic customers.

CAREER OBJECTIVE

My goal is to advance to a National Manager position in Trade Marketing, Sales, Business Development or Strategic Account Management, bringing an end-to-end business perspective to drive profitable growth, strengthen channel strategy, develop commercial opportunities and deliver sustainable results.

PROFESSIONAL EXPERIENCE

QUALA MÉXICO | July 2024 – Present. Holding the following positions:

Trade Marketing Manager – Traditional Trade | June 2026 – Present.

I lead the Trade Marketing strategy for the Pre-Sales channel, developing the annual Master Plan and translating brand priorities and the company's Building Blocks into commercial strategies designed to grow volume, distribution, coverage and market share. I set investment and execution priorities by store type, territory and business potential, identifying opportunities to accelerate growth across the traditional trade channel.

I design and lead in-store execution models, defining priority portfolios, visibility standards, point-of-purchase (POP) materials, displays, and launch and innovation plans. I develop strategies to increase numeric distribution, SKU coverage and sales productivity per store, complemented by contests and incentives that align the sales force with commercial priorities and support consistent field execution.

I manage channel performance by analyzing sell-in, distribution, coverage, productivity, volume and execution compliance, identifying gaps and opportunities by territory. I assess incremental volume and the ROI of Trade Marketing initiatives to optimize investment, prioritize high-potential points of sale and scale the best-performing executions. I currently lead and coordinate a team of two, ensuring strategy implementation and follow-up on the channel's key performance indicators (KPIs).

I accelerated innovation rollouts across the Pre-Sales channel, reaching 85% coverage of the target store universe during the first eight weeks of launch and achieving 90% implementation of POP materials. By prioritizing points of sale, setting territory-specific targets, and deploying visibility tools and sales-force incentives, the initiatives contributed to a 17% increase in regular daily sales, an 11% increase in average SKUs per store and 6% volume growth versus the prior year, alongside an approximately 4-percentage-point improvement in a key brand performance indicator.

Trade Marketing Manager – OXXO, Hard Discount and Proximity | July 2024 – June 2026.

I led the Trade Marketing strategy for high-turnover channels, helping define and execute nationwide commercial initiatives for OXXO, Hard Discount and Proximity. I managed a universe of approximately 23,000 OXXO stores, as well as three hard-discount customers—Tiendas 3B, Tiendas Neto and Waldo's—with a combined footprint of around 5,000 stores. The Proximity channel included Farmacias del Ahorro and Farmacias Guadalajara, with approximately 4,000 stores. I directly managed a promotional budget of approximately MXN \$150 million.

I developed commercial plans, seasonal strategies, volume-loading initiatives, POP activations, display negotiations, product listings and line extensions, monitoring ROI, coverage, distribution, availability, execution and market share. I worked cross-functionally with Sales, Marketing and Supply Chain to translate commercial strategy into product availability and effective in-store execution.

As a result of the team's collective efforts, we achieved 8% sell-out growth and 7% sell-in growth, established a leading position in the value-priced energy drink segment and increased market share by 3 percentage points, from 21% to 24%. In addition, I led the development

of the 2026 OXXO Master Plan, creating an investment-prioritization model based on incremental volume, profitability and POP-material ROI, aligned with the company's Building Blocks to maximize investment efficiency and channel growth.

PRODUCTOS DUNA Senior Key Account Manager – Walmart and Sam's Club | November 2023 – July 2024.

I managed the Walmart and Sam's Club accounts, overseeing approximately MXN \$50 million in monthly sell-in across six categories and a 15-SKU portfolio. I managed an annual promotional budget of approximately MXN \$10 million, owned the accounts' P&L and developed format-specific Joint Business Plans to drive business growth and profitability.

I individually led the strategies that delivered 17% sell-in growth and 20% sell-out growth year over year, while increasing market share by 3 percentage points. I negotiated portfolio expansion at Sam's Club, directly supported the listing of five SKUs at Walmart and managed the addition of new product codes with an estimated potential of MXN \$5 million per month. The business focused on resin tables and chairs, and the portfolio comprised 15 SKUs.

PRODUCTOS MEDELLÍN — LAS SEVILLANAS Senior Key Account Manager – Soriana, Costco, City Club and La Comer | March 2023 – November 2023.

I managed the Soriana, Costco, City Club and La Comer accounts, overseeing a 20-SKU portfolio across the sweets, spreads and meat categories. The accounts represented approximately MXN \$25 million in annual sales, and I managed an approximately MXN \$5 million budget split evenly between promotional investment (50%) and commercial investment (50%).

I individually led strategies that contributed to 6% sell-in growth and 8% sell-out growth. I designed and executed a special Independence Day assortment proposal for Soriana under an In & Out arrangement, achieving 80% sell-through after eight weeks. I drove the listing of three products at Soriana, two at City Club and three at La Comer; these new listings generated an estimated MXN \$1 million in monthly sales impact.

I also contributed to cost reengineering and strategic price adjustments aimed at protecting business profitability. Despite inflation and rising costs, we maintained the absolute level of customer investment while expanding the portfolio and commercial reach; as a percentage of the growing business, relative investment declined.

SAFLOSA INDUSTRIA REAL Key Account Manager – Walmart and Traditional Trade | March 2021 – March 2023.

I managed Walmart and ten additional Traditional Trade customers, overseeing approximately MXN \$72 million in annual business. My responsibilities focused on the Real Skin Care, Real Men and Diabeskin brands within Personal Care, as well as approximately MXN \$1 million in commercial investment.

I individually led 5% year-over-year growth through portfolio expansion, product listings and new commercial opportunities. I drove national expansion for one of the key brands during the winter season and developed a portfolio-expansion strategy that introduced four SKUs as In & Out items, achieving 80% sell-through in three weeks. Portfolio-expansion and product-listing initiatives generated an estimated MXN \$1 million in monthly sales impact.

PERÍODO SABÁTICO Sabbatical – Pandemic Period | May 2020 – March 2021.

I took a sabbatical during the pandemic, dedicating the period to my family and personal projects.

QUALA MÉXICO Trade Marketing Coordinator – Modern Trade | January 2019 – May 2020.

I moved into a Trade Marketing role coordinating commercial execution for Walmart, La Comer, Soriana, Casa Ley, Calimax, Al Super, S-Mart and Chedraui. I managed an approximately MXN \$20 million budget for the commercial plan, developing initiatives to strengthen brand presence and improve performance across Modern Trade.

I individually led the deployment of high-impact POP materials for the gel category, achieving coverage across 100% of Modern Trade stores served by merchandising teams. The initiative generated a 13% increase in sell-out. I also expanded the presence of gel-category products across 100% of served customers and participated directly in the annual negotiation for the Julio Regalado season.

In parallel, we collectively developed sell-out plans and coordinated with Sales, Marketing and Supply Chain to ensure effective execution of commercial strategies.

QUALA MÉXICO CPFR / Collaborative Replenishment – Chedraui and La Comer | March 2017 – January 2019.

I managed Collaborative Planning, Forecasting and Replenishment (CPFR) processes with Chedraui and La Comer to strengthen product availability, service levels and inventory efficiency. I managed a combined volume of approximately 200 metric tons per month, equivalent to around 2 million units, while maintaining close coordination with both retailers' replenishment teams.

I reduced the average monthly stockout rate from 15% to 5%, increased weekly replenishment orders by 30% and strengthened operating relationships with the teams responsible for replenishment. We maintained an average quarterly fill rate of 98%, and I developed collaborative maximum/minimum inventory plans to improve availability.

I participated in replenishment negotiations for seasonal campaigns such as Julio Regalado, ensuring that 100% of the negotiated volume was placed. In coordination with the Supply team, we implemented inventory and replenishment actions that supported inventory coverage of up to 45 days to help meet monthly commercial targets. My individual responsibilities focused on reducing stockouts, increasing weekly replenishment and building relationships with the customers' replenishment teams. Logistics, deliveries, appointment consolidation, forecasting for Planning, production and KAM support for new product listings were handled collaboratively.

GRUPO VASCONIA, S.A.B. CPFR / Collaborative Replenishment | November 2016 – March 2017.

I joined the Collaborative Replenishment area to build experience in demand planning, inventory management and commercial and operational performance tracking. I contributed to sales projections and monitored sell-in, sell-out, sell-through, fill rate, in-stock levels, days of inventory and stockouts.

I identified inventory coverage of approximately 20 days against the category's 45-day requirement and worked with the customer to develop a replenishment plan and forecast follow-up process that achieved the 45-day inventory target. This experience strengthened my ability to connect demand, supply, consumer behavior and product availability.

LG ELECTRONICS Sales Analyst – Major Appliances | April 2014 – November 2016.

I began my career at LG Electronics as a Sales Analyst in the Major Appliances division, developing a strong foundation in commercial analysis, demand planning and management reporting. I analyzed sell-in and sell-out performance across department stores, modern retail and wholesale channels, and prepared scorecards and forecasts to support commercial management and seasonal planning.

I tracked customer purchase orders, customer portfolios, fill rate, availability, days of inventory and phantom inventory. I increased forecast accuracy from 70% to 85% by analyzing sell-out history, seasonality, demand trends and commercial plans, improving alignment between forecast and actual demand, optimizing replenishment and reducing the risk of overstock and stockouts.

EDUCATION, PROFESSIONAL DEVELOPMENT AND COMPETENCIES

Education. Computer Systems Engineering — Tecnológico de Coacalco | 2009–2014

Languages. Spanish: Native. | English: Intermediate; able to hold a conversation.

Core Competencies

Trade Marketing | Key Account Management | Business Development | Channel Strategy | Commercial Planning | Strategic Customer Management | P&L Management | Budget Management | Sell-In | Sell-Out | Sell-Through | Revenue Growth | CPFR | Demand Planning | Forecasting | Inventory Management | Fill Rate | Stockout Management | Joint Business Planning | Commercial Negotiation | Portfolio Development | SKU Listings | Promotional Strategy | POP Materials | Retail Execution | Category Management | Pricing | Cost Reengineering | Pricing Architecture | Seasonal Campaign Management | Modern Trade | Hard Discount | Proximity | Supermarkets | Warehouse Clubs | Traditional Trade | Supply Chain Collaboration | Commercial Analysis | KPIs | Market Share | Commercial Profitability | Replenishment Management | Availability | Distribution | Coverage | ROI | Cross-Functional Coordination | Team Leadership | Initiative Management | Strategic Planning.