

Ricardo Cromeyer

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Summary:

Executive with extensive experience in General Management, Marketing and Sales and Market Expansion Projects at United States and Latin-America. Senior consultant for market expansion and opening of international markets. International speaker and postgraduate university professor.

Work Experience:

INPLASA, Honduras

Period: September 2017 – July 2022

Charge: Market Expansion Consultant

- Functions:**
- Generate company's commercial expansion strategy in the markets of the United States, Guatemala, El Salvador, Nicaragua and Costa Rica.
 - Develop business strategies, based on research and market trends assessment, to determinate sales opportunities in flexible packaging products for each country.
 - Negotiate business terms with new customers to ensure long-term win-win relationships.

Achievements: Commercial contracts with Nestlé, Frito Lay, Nutresa, P&G, which represented a 27% increase in sales.

All Foods, Inc. United States

Period: February 2014 - September 2017

Charge: General Manager

- Functions:**
- Management of commercial and logistics operations in the company.
 - Implementation of marketing and commercial strategies for nostalgic food products in the USA.
 - New market opening increasing the client portfolio, relationships with supermarket chains and wholesale distributors.

Achievements: Sustained annual increases of 27% in sales. Development of competencies in the commercial force to focus on exceeding budgets. Increase in the level of identification, loyalty and repurchase of customers for the core brands.

SKY CODOSAT. Costa Rica.

Period: October 2011 – January 2014

Charge: Country Manager

- Responsible for the operations of the company in Costa Rica, which includes: Administration and Finance, Commercial, Call Center and Distribution Network, supervising 235 people directly.
- Legal representative of the company.
- Strategic reengineering of the Call Center operations to generate increased service level, increase sales and resource optimization.

Achievements: Opening of operations in Costa Rica. 32% of increase sales. 27% in reduction of fixed costs. 25% expansion of the distribution network.

CONSPRO Corporation. (Puerto Rico)

Period: January 2004 to October 2011

Charge: Sales Director for Latin America

- Functions:**
- Responsible for developing the commercial strategy of the company.
 - Responsible for increasing market share in the industrial, equipment and building materials.
 - Manage the export operations of products to Central America, Panama and the Caribbean.

Achievements: Launch export operations to the markets in the region. Opening of new markets and commercial relationships with Retail chains and Construction Materials Stores. 30% of increase in annual sales in construction equipment.

Small Business Administration SBA, U.S. Federal Agency (Puerto Rico)

- Period:** January 2003 to January 2004
- Charge:** International Business Specialist
- Functions:**
- Evaluation of small businesses to determine their expansion and exportation potential.
 - Design of business plans to obtain investment funds.
 - Develop feasibility studies for companies.
- Achievements:** Of the companies advised, 3 of the business cases were successfully implemented.

Unique Packaging Inc. Subsidiary of SIGMA Q (Puerto Rico and Dominican Republic)

- Period:** April 1992 to December 2002
- Charge:** General Manager for Puerto Rico and Caribbean
- Functions:**
- Strategic management of the company in the new market.
 - Operations and personnel management (120 people)
 - Responsible for incremental business results.
- Achievements:** Opening of operations in Puerto Rico and the Dominican Republic. Increase 32 new corporate clients to the existing portfolio

SIGMA Q: (El Salvador)

- Period:** April 1991 to March 1992
- Charge:** Regional Commercial Director
- Functions:**
- Design and implementation of marketing and sales strategies.
 - Management of exports to 4 countries in the region.
 - Commercial management of the Northern Cone markets.
- Achievements:** Creation of the export department. Opening of 3 new markets in the Northern Cone for different packaging products.

Other Professional Experiences:

Consultancy regarding to:

Exports to new markets, import of agricultural products, market studies in different countries and sectors of the economy, business feasibility studies.

International speaker

Creator of patented courses for companies and industries in Latin America. Specialized in international business management, strategic commercial management, sales management in times of crisis, development of the commercial force, among others.

Teaching Experience

Professor of economics at different universities in Costa Rica at the postgraduate level.

Main competences:

Business Management and Leadership, Effective Negotiation, Launch and Expansion of New Businesses, Knowledge of Markets in the United States and Latin America.

Education:

MBA with emphasis in International Marketing. Instituto Tecnológico y de Estudios Superiores Monterrey, Mexico (MIT Massachusetts Extension)

Bachelor of Business Administration. Instituto Tecnológico y de Estudios Superiores Monterrey, Mexico (MIT Massachusetts Extension)

References:

On request.