EDUARDO RAMOS



COMMERCIAL MANAGER · SALES LEADER · P&L OWNER

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EXECUTIVE SUMMARY

Commercial manager with 15+ years of experience leading profitable growth in B2B businesses, distribution channels, key accounts and commercial operations in Mexico and the United States. Strong background in sales, profitability, pricing, inventory, receivables, team leadership and P&L management, combining strategic vision with hands-on commercial execution to accelerate revenue, market share and operational performance.

EXECUTIVE KPIS

15+ years in B2B commercial leadership · **20-30%** sustained annual growth · **15+ new corporate accounts** · **20%** increase in market share · **USD $750K+** B2B portfolio managed · **MXN $750K** overdue supplier balance regularized · **Teams of 10+ people** · **Mexico + USA experience**

LEADERSHIP AREAS

Commercial Strategy · Sales Management · Commercial Planning · Business Development · Team Development · P&L Management · Budget Management · Pricing & Margin · Forecasting & KPIs · CRM · Sell In / Sell Out · Profitability & Revenue · Channel Development · Sales Funnel · Strategic Negotiation · Regional Strategy · Team Leadership · Operational Excellence

PROFESSIONAL EXPERIENCE

BRAND BESTIES - NY & NJ, USA
Jan 2024-Feb 2026

Territory Operations & Commercial Execution Lead

Responsible for retail commercial execution, staffing and operational performance for global brands in New York and New Jersey.
- Executed **200+ premium activations** in one of the most competitive US markets.
- Achieved an average **75% conversion rate** in consumer interactions.
- Coordinated teams of **10+ people** per activation.
- Reached **50,000+ consumer interactions** (2024-2025).
- Managed staffing, logistics and end-to-end execution for brands including Modelo, Maestro Dobel, Disney and MTV.

PINTURAS SW - AUTHORIZED SHERWIN-WILLIAMS DISTRIBUTOR
Oct 2020-Dec 2023

General Manager / Business Unit Operator

Responsible for the entire business operation, with full ownership of sales, profitability, pricing, inventory, receivables and commercial strategy.
- Delivered **30% sustained annual growth**.
- Expanded the commercial portfolio by **25%** in the industrial segment.
- Reduced operating costs by **15%** (2022 vs. 2021).
- Regularized **MXN $750K in overdue balance owed to Sherwin-Williams**, bringing the account to 0 credit days within 9 months (2022).
- Managed commercial operations for **20+ recurring monthly customers**, with full P&L ownership.

UNIVAR SOLUTIONS
Apr 2019-Jan 2021

Key Account Manager

Responsible for the commercial development of strategic industrial accounts and distributors.
- Managed an industrial portfolio of **USD $750K+ annually**.
- Expanded the customer portfolio by **30%** and improved market share by **20%**.
- Opened **15 new corporate accounts**.
- Recognized as a **Top 50 Global Key Account Manager**.

BUREAU VERITAS CPS
Aug 2018-Mar 2019

Key Account Manager

Responsible for the commercial development of strategic industrial and manufacturing accounts in H2 2018.
- Increased profitability by **55%**.
- Secured contracts worth **USD $200K+**.
- Developed new business worth **MXN $1M+**.
- Expanded commercial presence in the industrial and manufacturing sectors.

PINTURAS PRISA
Sep 2017-Aug 2018

Business Development Manager

Responsible for commercial expansion and institutional business development.
- Expanded the commercial network by **10 new points of sale**.
- Closed strategic contracts worth **MXN $2M+**.
- Developed institutional business with **PEMEX and CFE**.

SHERWIN-WILLIAMS MÉXICO
Apr 2013-Oct 2016

Senior Dealer Sales Representative

Responsible for developing and growing the distributor channel in the assigned territory.
- Contributed to an annual commercial run-rate of **MXN $24M+**.
- Achieved quota attainment of **130% and 122%**.
- Increased market share by **15 points**.
- Strengthened the regional distributor network.

INTERCERAMIC
Feb 2010-Dec 2012

Store Manager

Responsible for the store's commercial and administrative operations.
- Managed the entire store, inventory and day-to-day operations.
- Consistently met commercial targets.
- Supervised operations and served key customers.

EDUCATION AND LANGUAGES

University studies in Business Administration
BUAP - Puebla - 2008-2010

Spanish - Native
English - B2-C1