

David Reyes Marco

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Summary of Qualifications

Excellent Sales Professional and Executive Management. Over 15 years experience with a diverse background in Sales Manufacturing and Services: Telecommunications, Aerospace, Medical, Automotive, Oil & Gas, Electronic Manufacturing and Printing.

- Developed and Managed territories resulting in over 30% sales growth annually.
- Negotiated and settled collaboration with Distribution channels as well as other Sales networks.
- Composed communicator with Forward-Thinking.
- Resourceful executing Business Plans and Market Analysis.
- Spearheaded hire and train individuals/teams for sales and customer services roles.
- Fast learner to integrate new products and services to convey into the market.
- Programmed time management and organization to set successful sales routes.
- Trilingual in English, Spanish and Catalan.
- Willing to travel up to 75%.

Professional Experience

**JBC Tools USA,
U.S. Sales Manager, USA Nationwide**

2013 - Present

Tasked with US Sales Manager for JBC, the leading manufacturer of soldering and rework tools for Electronics. Report to CEO and work closely with him on all aspects of the division.

- Operated direct and distribution sales, customer service and brand awareness to promote new business with OEM and EMS companies from different sectors like military, medical, automotive, oil & gas, consumer electronics, etc...(such as Boeing, Rockwell Collins, Lockheed Martin, Continental, Microsoft, Flextronics, Apple, Google, Space X, St. Jude Medical, etc)
- Hire, train and manage up to 20 sales agents or representatives and assist them to acquaint them with company and industry practices and procedures.
- Manage weekly and monthly sales and customer leads reports providing quarterly result assessments of sales staff productivity.
- Develop sales strategies to improve market share in the designated product lines.
- Establish and control budget for sales promotions and trade show expenses.
- Organize / attend 10 national and regional trade shows per year.
- Growth Sales between 2013 to 2017: 120%

**Solarwinds, Austin, TX, USA
Account Manager**

2012 – 2013

- Manage sales pipeline, prospect new leads and move a large number of transactions simultaneously through the sales pipeline.
- Develop sales proposals and systems solutions to clients in all Latin America. Strengthen relationship with Channel partners by defining clear metrics and guidelines providing incentives to move deals within expected time frames.

Adare International Ltd., Barcelona
Country Account Manager - Spain

2009 – 2012

Adare is a leading, International provider of Marketing and Customer Communications Solutions.

- Direct and lead a growing relationship with spanish top customer which represents 4€ million annually. Customer is the second world's biggest pharmaceutical company and its Spanish headquarters are based in Barcelona.
- Provide all the components that make up and end-to-end marketing and communications strategy, from creative concept, data management, campaign execution and response management to strategic print sourcing, output delivery, fulfilment and distribution.
- Save more than 50% production costs each year.

AT&T Mexico – (formerly Iusacell), Monterrey, México
Customer Service Director

2007 – 2009

- Oversee and direct retail operations of 50 stores in 7 states, managing 2 divisions and supervising 100 employees.
- Customer Service and Satisfaction Manager for B2B and B2C achieving high levels of customer retention in Mexico.
- Performance and productivity improvement resulting in a lead team to develop and align customer service objectives with overall business strategy.
- Implemented use of management tools and reports to improve business development such as employee rotation, cost reduction, product positioning, customer satisfaction and organizational design.
- Coordinate the orientation and training of new and existing staff member within the Client Service Department and throughout the Company in a continuous improvement basis.
- Managed Technical Service Department with 10 engineers strategically distributed in Mexico.

Quad Graphics, New York, USA
Account Executive

2005 - 2007

- Successfully established new accounts adding new work sold to US and Latin-American facilities.
- Sales coordination activities with a \$45 Million account: Timely and effective support of schedule problems, development of Quad Graphics Latin America importing, and overall sales backup to US operations.
- Project coordination and relationship management for International Key Customers.
- Training coordinator for a sales automation tool (CRM) involving more than 500 employees.

Circle Printers Group, Barcelona, Spain
Export Area Manager

2000 - 2005

- In depth knowledge of the printing industry and its international market.
- Responsibility for planning and coordinating the production of printing jobs in order to achieve the objectives of the service agreement in compliance with customer expectations.
- Started up, organized, managed and trained the international division.
- Managed high volume of production orders accomplishing deadlines while optimizing capacities.
- Developed and implemented ISO quality standards increasing commercial efficiency.

Education

- **Master in Marketing Management**, *Eserp Business School, Barcelona, Spain.*
- **Bachelor of Science in Management and Public Relations**,
The Queen's University of Belfast, Northern Ireland, United Kingdom.
- **Bachelor of Science in Business Administration**, *Universidad de Barcelona, Barcelona, Spain.*
- Honorable Mention.
- Leadership Course conducted by Noel Tichy, Professor of Management and Organizations at the University of Michigan.

Complementary Training

- **Best Business Service Course**
Analysis of Product Placement and Brands / Customer Satisfaction Measurement.
- **Balanced Scorecard Methodology of Harvard Business School Course.**
- **IPC Certified** (Institute for Printed Circuits)