

ÁLVARO JAVIER AYALA R.


Sales | Account Management (KAM) | Marketing


PROFILE


Highly skilled Bilingual Industrial Engineer, student of Specialization in Marketing management, with successful Experience in new business development, account management, and marketing. Finely-honed interpersonal and time management skills to successfully manage an account and increase market value achieving corporate goals and objectives.

Goal – oriented person with ability to develop and maintain a close working relationship with my customers. This allows me to gain an in-depth understanding of their individual needs and requirement, delivering a professional response to them.

CONTACT INFORMATION

 **Location**
Cedritos, Bogotá, Colombia

 **Phone**
315 – 8483219 - (1) 5103259

 **Email**
aayala89@hotmail.com


 **LinkedIn**
[Álvaro Javier Ayala Ruiz](#)

SKILLS

- Account management (KAM)
- Consultative Sale and Customer prospecting
- Negotiation and relationship with Corporate customers
- Market Analysis
- Qualitative and Quantitative Market research
- Data Analysis (Insights)
- Group Work
- Written and Oral communication
- Analytic and numerical skills
- Goal oriented
- Advanced Office (Word, Power Point, Excel)
- Advanced English B2+, (Cert. BTRLS Exam)

WORK EXPERIENCE

 **BERLITZ**

 August 2018 – August 2019

CORPORATE SALES ACCOUNT EXECUTIVE

- Prospecting new clients and identifying business opportunities in current accounts.
- Responsible of the Berlitz products sales to corporate customers in the Education sector (Schools, universities and government) in Colombia.
- Responsible for the commercial development of Bogotá and Colombian Atlantic Coast.
- Company representation in sectorial events.
- Account maintenance, guaranteeing customer satisfaction and project quality standards accomplishment.
- Responsible for coordination and supervision of the developed projects in each assigned account.
- Sales Budget Accomplishment, quarterly.
- Customer opportunities management through CRM (SalesForce).

Achievements:

- ✓ Prospecting more than 70 customers in Education sector.
- ✓ Sales for more than \$1.500 million COP during my time at the company.
- ✓ More than 200 million as part of upselling sales in the current accounts.
- ✓ Quarterly sales budget accomplishment (110% Q1 and 118% Q3)

 **PRICEWATERHOUSE COOPERS**

June 2017 – June 2018


MARKET INTELLIGENCE – CLIENTS & MARKETS

- Responsible for the commercial development of Energy - Oil & gas, Industrial products, Healthcare and Infrastructure industries, which represents 40% of annual billing, achieving a significant increase of number of customers, presented proposals and sell services.
- Provide business opportunities for the company in the main industries, using Market Research and Market Intelligence.
- Support the planning and execution of sectorial events in all the country.
- Support the design and elaboration of customer proposals in different sectors and business lines.
- Support PwC'S presidency in the decision making and marketing strategies development.
- Relationship with sectorial different associations such as (CCI, ANDI, CER, FENALCO, etc.)

Achievements:

- ✓ Monthly Sales Budget accomplishment for 4 business lines (Infrastructure, Oil & gas, industrial products and healthcare).
- ✓ Relationship with several national sector associations (CCI, ANDI, CER, FENALCO, etc.)

 **NETQUEST**

 Sep. 2015 – Feb. 2017

PROJECT MANAGER

- Managing the Company's Market Research projects. Staff Coordination and managing of Customer Relations during the project.
- Support and provide answer to all customer requirements.

EDUCATION

INDUSTRIAL ENGINEER

Escuela Colombiana de Ingeniería Julio Garavito
Bogotá | 2014

SPECIALIZATION IN MARKETING MANAGEMENT

Politécnico Grancolombiano
Bogotá | Current

BACHELOR

Colegio Calasanz
Bogotá | 2006

COMPLEMENTARY EDUCATION

- **Sales Effectiveness B2B**
Avant Consultores | 2018
- **Data Analysis and Presentation Skills**
PricewaterhouseCoopers | 2018
- **Successful Negotiation: essential strategies and skills**
University of Michigan | Coursera | 2015
- **Marketing Analytics: Marketing measurement strategy**
University of Berkeley – Edx | 2016
- **Market research and consumer behavior**
IE Business School | 2017
- **Know your Client**
Nielsen | 2015

REFERENCES

- **Carlos Moreno**
Cel. 3157826283
Energy Industry Chief Partner
Pricewaterhouse Coopers
- **Juan Sebastián Mejía**
Cel. 300 4461882
Innovation Director
IPSOS
- **Sergio Rodríguez**
Cel. 313 8875386
Commercial Manager
Ferrero Marketing & Trading
- **Luz Mery Sánchez**
6340555 ext. 10401
Advisory Partner
Pricewaterhouse Coopers

WORK EXPERIENCE

- Different types of market research managed projects (Qualitative, Focus group, Consumer studies, mystery shopper, trackers, Max Diff, Conjoint).

Achievements:

- ✓ More than 150 market research projects managed in Colombia, Ecuador, Mexico, Argentina and Peru for customers as GfK, Millward Brown, IPSOS, Yanhaas, MediaCom, Inspira, CJS, INVERA, etc. accomplishing quality requirements and agreed times.
- ✓ Increase of main charge's KPI'S, Efficiency and Precision in 15% since I started functions; thanks to an efficient manage of Netquest's panel on Latin America.
- ✓ Reduction of Delivery times in more than 50%, offering times that is more competitive to customer, as result of many developed initiatives with the main areas of the company.
- ✓ Contribution to company's growth with an increase of 25% in billing, compared with previous year



NIelsen



January 2015 – August 2015

PATHFINDER

- Responsible for designing and planning marketing strategies and provide useful recommendations and business opportunities to mass consumption clients, based in Nielsen's data analysis
- Make presentations to client, explaining the insights and proposed strategies to marketing directors.

Achievements:

- ✓ More than 30 successful business opportunities detected in different categories for customers like Nestle, Kimberly - Clark, Comapán, Tecnoquímicas, Colgate Palmolive, etc. providing useful insights and actionable plans.
- ✓ Increase of profits and market share for the company Comapán, thanks to the performed analysis, recommending the development of the Tartara sauce segment inside the mayonnaise sauces category.
- ✓ Increasing profits for the company Nestlé, thanks to the performed analysis to the TAT channel, recommending changing the product presentation, considering the characteristics and tendencies of the category at that moment.
- ✓ Increasing profits for the company Tecnoquímicas, thanks to the identification of sell points with low sales performance in Valle del Cauca.



CLARO



Dec. 2013 – June 2014

INTERNSHIP

Responsible of Analysis and processing of Data at Corporative Billing Area, with the goal of find, manage and debug inconsistencies at the Billing process