

Fernando Cordero

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Executive Profile

Self-motivated, results oriented executive with experience in the beverage industry. Brand building in duty-free markets, and at the retail and wholesale level. Strategic knowledge of special economic zones, government administration, logistics. Built, coached and managed high performing sales teams. Seeking a position to share knowledge and experience in order to successfully improve competitiveness of existing operations or new and challenging projects.

Professional Experience**BEVERAGE**

Zona Libre de Colon (CFZ) Secretary General www.zocol.gov.pa

2017 to 2019

- Led the modernization process of the Free Zone with key projects like e-commerce, digitalization and strategic planning.
- Develop policy for the institution based on extensive negotiations both private and other public institutions. CFZ employs 700 workers and has a commercial volume of \$20 billion US. The Secretary General is the 3rd ranking official in the institution after the General Manager and Vice GM.
- Designed and implemented projects which improved substantially the competitiveness of the Zone like Single window for all official procedures.
- Promoted the advantages of the Panama Logistic Hub as a speaker and panelist both locally and abroad.
- Represented the institution in the Logistic Cabinet which is responsible for the national logistic strategy.
- Extensive travel to China to formalize the newly established diplomatic relationship at the commercial level. Secure MOU with the Zhuhai Special Economic Zone.

ICFH Panama Owner

2009-2016 Represented local and international brands in the Free Zone. Sales to Pullmantur Cruise Lines, duty free operators in Central and South America.

Varela Internacional General Manager

1996-2009 Varela Group is a local rum producer and liquor distributor with operations and distribution in South America, USA, Europe and China. As a commercial director and later General Manager, I secured a significant international portfolio of brands like Ballantines, Beefeater, Kahlua. Started and established the international operations of the company and develop markets in Ecuador, Colombia, Costa Rica and USA.

Major Achievements with Varela Group

- Initiated the Varela Internacional division and during our management the company grew from startup to \$10 mm in revenue and \$1.0 mm in profits. Today is a solid branch of the group.
- During our management the group consolidated important brands in its portfolio of imported liquors. Bacardi, Ballantine's, Kahlua, Beefeater, among others.
- Positioned international brands like Bacardi, Gallo wines and Ballantine's whiskies in duty free markets like the Ecuador military and border stores.
- Responsible for the growth of Varela rums in Bolivia and Ecuador which grew to become significant players in these markets
- Coordinate marketing strategies, pricing, agreements, contracts,
- Developed Distributors and work closely with Key accounts in all markets

Motta Internacional SA Marketing and Purchasing Manager- Beverages

1992- 1996: Motta Int. SA is the largest duty-free operator in the region with operations in Central and South America. The group represents the most important cosmetic, luxury goods and brands. I was responsible for the relationship with liquor suppliers, A&P plans and inventory control and optimization.

- Secure both revenues and income for the division. During our management the group consolidated the biggest liquor portfolio in the area with players like Diego, Seagram's and others and became the largest player in the region.

Dow Chemical Inter-America. Sales Representative

1989-1992. Based in San Juan, Puerto Rico, I was in charge of sales of epoxy resins, polystyrene and urethanes for the Caribbean. Grew sales by 15% to \$8.5 mm in 1992.

EDUCATION: MBA. The American University, Washington DC 1987
Bachelor of Chemical Engineering. The University of Delaware, Newark, DE 1985

TRAINING: Continued education and personal growth by completing various Industry related courses in Sales, Marketing, Finance, Effective Communications, Employee Relations, and Management.

FORUMS: Speaker and Panelist in USA, China, Panama.

REFERENCES: Personal and professional references available upon request.