

## PABLO M. GUZMAN

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### SALES/MARKETING MANAGEMENT EXECUTIVE

Proven success driving revenue growth for *Fortune 500* companies by developing and leading sales / field marketing teams that exceed goals and managing P&Ls. Key competencies include:

- Business Development
- Consumer Products
- Strategic Goal Alignment
- Field Marketing
- P & L Management
- Sales Forecasting / Budgeting
- Key/National Account Relationship
- Leadership / Team Building

### PROFESSIONAL EXPERIENCE

#### **Dr Pepper Snapple Group**

##### **Vice President Sales, Hispanic Markets, Plano Texas (2012- Present)**

- Developed US Hispanic Sales & Field Marketing Strategy to grow the US Hispanic Business (A 2 Billion Dollar Business) over 60 million dollars in 2017 while increasing profits and margin over 7%
- Created, staffed and led Field Management structure focused on Hispanic business opportunity and flawless execution
- Produced greater than 15% sales growth last 3 years that led to market share growth by applying proven growth strategies to new brands and continued growth of current brands
- Worked with Marketing and respective agencies to develop Hispanic consumer strategy, Shopper Marketing Programs and activations
- Managed Field Agencies responsible for executing the Warehouse Direct programs
- Managed multimillion dollar Field Marketing & Agency budgets

#### **Integer (Division of Omnicom), Lakewood CO**

##### **Marketing Director, Western US, Orange County CA (2009-2012)**

- Consult MillerCoors Management on Hispanic Sales & Marketing Strategy & Plans
- Lead the client efforts to coordinate execution of Hispanic Strategy for the new joint venture to apply proven growth strategies to new brands and continue growth of current brands
- Staff, train and lead Field Marketing Teams to execute processes against various retail trade segments that resulted in trend growth and improvement

#### **MOLSON COORS, Golden CO**

##### **National Vice President U.S. Hispanic Sales (2005-2008)**

Led Hispanic sales and field marketing efforts in the United States. Created corporate strategy, developed functional matrix team and designed management process.

- Created and staffed Field Management structure focused on Hispanic business opportunity. Produced 7% sales growth last two years that led to two points of market share growth.
- Developed and launched “Universidad Coors” to educate company personnel & distributors on the Hispanic consumer. Achieved a common focus on the business opportunity.

- Established a selling process that integrated multicultural knowledge and sensitivity within the sales and field marketing teams to achieve preferred provider status with our key accounts. Resulted in greater ad frequency and store space by over 50%.
- Led promotional and marketing strategy that identified relevant promotional tactics, enhanced impact on consumer impressions/recall scores.

**Area Vice President- Southwest Field Business Area, Irvine CA (2002-2005)**

Led \$340 million Business Unit. Developed and implemented strategy to go to market with distributor network, company sales force and field marketing.

- Delivered the first sales increases experienced in over seven years.
- Surpassed sales and profit goals last three years. Hired and trained key management personnel in sales, marketing and finance.
- Managed revenues and costs achieving all financial targets each year. Achieved Financial Excellence Awards for P&L management and increased profits.
- Initiated a more disciplined marketing approach that provided a greater focus against targeted consumers. Led to a resurgence of a key brand.
- Increased ad frequency, shelf space, display space and sales by developing a Key Account strategy which provided greater service and attention to our impact customers.

Progressive Sales and Management roles that included:

**Mid Atlantic Retail Account Director**

**Regional Key Account Manager**

**Division Manager**

**Assistant Division Manager**

**Financial Analyst**

**Area Manager**

## **EDUCATION**

Bachelor of Business Administration, Major: Business Management, College of Santa Fe, Santa Fe, NM

## **LANGUAGE SKILLS**

Fluent in English and Spanish

## **PROFESSIONAL DEVELOPMENT**

Harvard Business School/ HACR Executive Corporate Governance

University of Michigan Business School/ Finance Seminar

Center for Creative Leadership/ Managing for Inspired Performance

Communispond/ Speak Easy

Instructor- Coors Sales Management Systems-Business Planning/ Distributor Economics

Carew Selling Systems/ Strategic Selling, Interviewing/ Certified Instructor