

# MC

## ARMANDO CAMPOS



M T W T F S S

2	3	4	5	6	7
9	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26	27	28
30	31				



# J. Armando Campos Salazar

**Cell phone:** +52 1 9994 64 52 09

**Skype:** Armando.Campos575

**Email:** ac@acbc.com.mx

**Birthdate:** March 15 1980



[www.linkedin.com/in/armandocamposmx](http://www.linkedin.com/in/armandocamposmx)

---

## Professional Profile

I am a professional with a successful career that develops business strategies, administration, sales and marketing that operate in organizations with national and international coverage. I have a broad and deep knowledge in management, administration, operations management, sales and commercial processes, product development, business management and analysis.

I am an expert in the development and management of administrative and commercial organizations, sales in B2B & B2C channels, taking advantage of my experience in business development, market analysis, strategy and business administration, product development, telecommunications, and Consultative Selling.

I am acknowledged as a powerful leader with proven ability to build and manage highly energized organizations, as well as work teams focused on results.

## Core Competencies

• Direction and management of resources. • Operational and financial viability analysis. • Marketing models of products or services. • Customer service. • Strategic marketing. • Management of relationships with business partners and government. • Process reengineering. • Value Engineering.

## Personal Values

• Honesty. • Innovation. • Competitive. • Commitment. • Quality.

---

## Education

• MBA Master Business Administration, University of California.

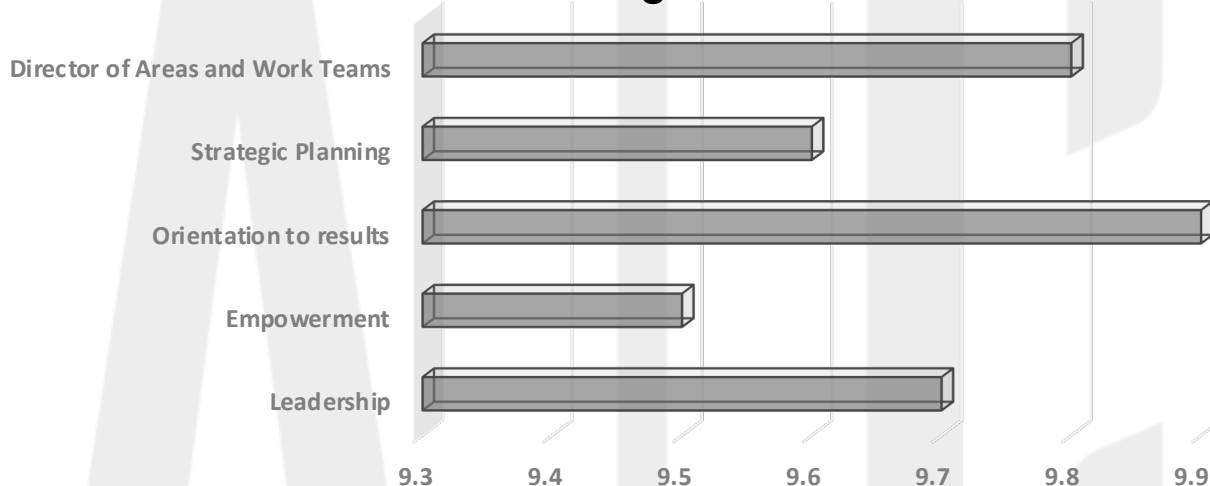
January 2012 / June 2014

• Marketing Management, University of California, Los Angeles, January 2001 / June 2004

## Additional Preparation

- Business Management Entrepreneurship Course.
- Organizational course change.
- Business Process Management Course.
- Human Resources Course.
- KAIZEN course continuous improvement.
- Coaching course for leaders.
- Development of skills in sales and customer service.
- Course 5 S ~ SIX SIGMA quality processes.
- Advanced Microsoft Office.
- English | Able to establish advanced business conversations.

### Strengths



### Experience Business Consultant

**CEO – AC Business Consulting.  
January 2015 / Currently. (Detail sheet attached).**

- General management of the company.
- Creation of commercial synergies with businessmen and managers.
- Team management and talent attraction.

### Achievements :

- Customer Consolidation Startups.
- Participation as exhibitors in business workshops.
- Recognition and satisfaction of our business partners.

**ZNSHINE SOLAR PV-TECH CO.,LTD (China).**

**Manufacturer of Solar Panels.**

**December 2016 / Currently.**

- Preparation and translation of data sheets and product manuals.
- Commercial strategy to find distributors in Mexico.
- Elaboration of commercial image Latin America.
- Support in FIDE certification application.
- Mexico office opening support.

**Ningbo Golden Classic Lighting Co. Ltd (China).**

**Manufacturer of Electrical and Solar Luminaires.**

**March 2017 / Currently.**

- Preparation and translation of data sheets and product manuals.
- Commercial strategy to find distributors in Mexico.
- Elaboration of commercial image Latin America.
- Support in NOM and ANCE certification request.

**AT&T México.**

**Telecommunications.**

**January 2017 / Currently.**

- Training sales force distributors.
- Loyalty campaigns.
- Recruitment and staff selection.
- Sales force training distributors.
- Events by temporality.

**Lanix Internacional (sureste).**

**Fabricante telefonía celular.**

**Febrero 2015 / Actual.**

- Sales force training.
- Recruitment and staff selection.
- Events by temporality.

**Other clients :**

- **Telefónica Movistar.**
- **Rinno Telecom.**
- **Solar Green México**
- **MG Corporativo.**
- **Canalizaciones Peninsulares.**
- **Spin Mobile.**

## Professional experience

### **CEO – Industrial Park Central Business Park“CBP”.**

**March 2017 / October 2017.**

- Implementation of the commercial and administrative operation.
- Review of projects and construction processes.
- Follow-up of procedures and negotiations with government agencies.
- Elaboration of supplier policies.
- Direction of bids for assignment of construction works.
- Creation of commercial synergies with businessmen.
- Commercial relations with the state government.
- Development and implementation of the park's commercial image.
- External management firms tax, accounting, legal, architecture.
- Participation in the creation of the industrial park escrow.
- Commercial relationship with banks for loan applications.
- Elaboration of Condominium Regime.
- Study direction of real estate market with Softec..

### **Achievements :**

- Creation of commercial synergy with the Secretary of Economic Development of the state of Yucatán.
- Interest of international investors in the industrial park (Japan, China, Philippines, E.U.A., Canada).
- Optimization of investment in construction process improvements.
- Commercial launch of the park at an international level.

### **Peninsula Sales and Distribution Manager– Virgin Mobile México**

**July 2014 / April 2016.**

- Implementation and deployment of the Startup operation in Yucatán, Quintana Roo, Campeche.
- Recruitment and staff training.
- Creation of commercial synergies with local entrepreneurs.
- Distribution and logistics with national retail at the local level.
- Preparation and implementation of regional campaigns.

### **Achievements :**

- Third best ARPU (average monthly expenditure) nationwide.
- Financial profitability in second quarter of operations.
- Fourth best % share in the national market.

## Professional experience

### **Head of Sales and Operations Regional– FEMSA Comercio (IMMEX). February 2013 / December 2013.**

- Direction of the business unit in the Southeast region.
- Direction force of sales and operations points of sale regional.
- Application and supervision of monthly budget for the operation.

#### **Achievements :**

- Obtaining in the period of management of quarterly bonds of 2.6 MDP.
- Increase in contribution levels in the business unit.
- Reengineering of operational processes and operational restructuring.

### **Regional Coordinator Technical Service and Customer Service with Distributors – Telefónica Movistar. May 2008 / February 2013.**

- Implementation, execution, and training of the Technical Service, Customer Service, Sales and Post Sale processes with Distributors in 6 states (Tabasco, Campeche, Yucatan, Chiapas, Quintana Roo, Southern Veracruz).
- Management and validation of KPI'S, compliance with quality levels and customer satisfaction.
- Perform business upgrade to distributors to convert their points of sale in triple category "A" or flagship store.

#### **Achievements :**

- Cover 90% of the assigned territory with customer service and after sales coverage.
- Increase customer satisfaction to 93%.
- Increase in sales indicators over 60% in the places where the services are implemented.

### **Sales and Operations Supervisor – Avis México January 2005 / May 2008.**

- Administration of resources and logistics in the operation.
- Supervise the sales counter, customer service.
- Optimal operation of the automotive fleet, daily preventive services.

---

## Professional experience

---

### **Sales and Operations Supervisor – Avis México January 2005 / May 2008. Continuation.**

#### **Achievements :**

- Reduce corrective maintenance in units by 60%.
- Increase the customer base with an 87% increase in sales.
- Business marketing campaigns to build business loyalty.

### **Purchasing and Warehouse Manager – True light Clothing – Los Angeles California January 2002 / April 2004.**

- Production controls on garments finished by internal factory and external factory.
- Management of the shipping area for the sending of purchase orders.
- Supply materials for manufacturing..

#### **Achievements :**

- Reengineering in production processes by lowering the shrinkage index.
- Lower costs of material and labor.
- Optimizing manufacturing times.

---

## Conduct Test by PDA

---

Armando is a cordial person, intense and impatient. He wants to get things started, keep going and get the results as fast as possible. Armando can do many projects and activities at any given time. Armando is rarely satisfied with the current outcome of things; It is always looking for ways to change and improve systems methods and current results. To make the change, Armando will conceive plans and use his energy, focus on the goal, verbal ease and charisma to influence and persuade people to agree with their plans. Armando does not like the routine, prefers to have a lot of variety in his work and quickly adapts to changing tasks and situations. It can be adapted to the needs of others, if they are clear. Armando is versatile, agile and often shows potential for imaginative and creative thinking. He is very intellectual and likes to investigate the facts. Needs supporting evidence. Armando has a strong interest in people and can be effective in interpersonal situations. Many will respond positively to his energetic, extroverted, enthusiastic and spontaneous style. It can also work well on its own in thinking and planning tasks. Armando likes to deal with difficult challenges at work. He is a competitive individual who wants to compete and "win". Due to his strong sense of urgency, work delays and the fact of having many long-term projects with which to treat.