
ANTONIO MERAZ ORDOÑEZ

Ramón Rivera Lara 7050-10 Col. Acequias Sur, Ciudad Juárez, CHH 32617 ♦ 011 52 (656) 3080565 ♦ ameraz2@hotmail.com

PROFESSIONAL SUMMARY

Performance-oriented Sales Leader offering exceptional record of achievement over 33-year career. With strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. I have been selling OEM, MRO, EMS products. Seeking a regional sales position. I like to surpass expectations.

SKILLS

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| • Sales initiatives and techniques | • Business Development and Planning |
| • Team Leadership | • Product and Service Sales |
| • Goals and Performance | • Expanding territories |
| • Strategy development | • Developed largest territory sales in Mexico |
| • Excellent verbal/written communication | • Business development and planning |
| • Territory Management | • Use of Microsoft Word, Excel, Power Point, etc. |

WORK HISTORY

Sales Manager, 07/2010 to 02/2020

MacArthur Corp – Cd. Juarez , CHH

- Implemented marketing strategies and techniques, increasing revenue and customer satisfaction
- Reached out to customers after completed sales to evaluate satisfaction and determine immediate service requirements
- Exceeded sales goals by at least 40%
- Utilized effective communication and active listening skills to create client rapport to grow profitability
- Identified client needs, built relationships and overcame objections to drive sales
- Resolved GPI, quality, delivery, quote savings, innovation issues that impacted sales and business outcomes
- Increased revenue by acquiring new customers and determining needs to offer relevant products
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals

Sales Manager, 01/2006 to 01/2009

Sales Manager Nationwide (Mexico)

- Coached employees in successful selling methods and encouraged cross-selling to drive revenue
- INDUSTRIAL SUPPLY OF Limitless products (MRO,OEM,ETC)
- Monitored metrics and marketing investments to assess performance and implement continuous improvements
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals

- Created effective strategies to target new markets after researching and analyzing competitor behavior

Sales Manager, 01/2004 to 01/2006

NEWARK – Chihuahua, Mexico

- Collaborated with vendors and built effective partnerships devoted to capitalizing on emerging and sustainable sales opportunities
- Industrial supply of Limitless products (MRO,OEM,ETC)
- Developed innovative marketing campaigns to increase engagement with target demographic and drive brand exposure
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals

Sales Manager, 01/2002 to 01/2004

IUSA Corp.

- Industrial supply of Limitless products (MRO,OEM,ETC)
- Improved sales processes to streamline customer acquisition and onboarding strategies
- Assessed each location's individual and team performances, analyzing data trends to determine best methods to improve sales results
- Targeted prospects in other territories through careful research of competitor products, services and trends

Sales Manager, 01/1999 to 01/2002

UNITED RENTALS INC – Chihuahua Mexico

- Industrial supply of Limitless products (MRO,OEM,ETC)
- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations
- Applied established sales techniques and persuasive communication skills to meet personal sales objectives

Sales Manager, 01/1995 to 01/1999

FRANKS SUPPLY COMPANY – Chihuahua Mexico

- Industrial supply of Limitless products (MRO,OEM,ETC)
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals
- Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation

Sales Manager, 01/1994 to 01/1995

HISCO – Chihuahua Mexico

- Industrial supply of Limitless products (MRO,OEM,ETC)
- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations

- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales
- Offered hands-on assistance to customers, assessing needs and maintaining current knowledge of consumer preferences

Sales Manager, 01/1987 to 01/1994

GARRETT INDUSTRIAL SUPPLY, KENNAMETAL – Chihuahua Mexico

- Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets
- Consulted with clients after sales and contract signings to resolve problems and provide ongoing support

MAINTENANCE SUPERVISOR, 01/1984 to 01/1987

GENERAL MOTORS

- Enhanced customer satisfaction ratings by motivating team members to strengthen quality and increase productivity
- Monitored safety compliance to maintain strict standards and protect team members from harm
- Organized ongoing maintenance schedules to boost system performance
- Optimized supply levels to keep stock within ideal parameters for expected needs

EDUCATION

Industrial Engineer Of Technology - Chihuahua Chihuahua

ACCOMPLISHMENTS

- Responsible for sales in Chihuahua and in El Paso, Texas.
- Started new business from 0 in three months.
- Increased business by 20% of the company's existing products in a period of 3 months.
- Brought new business from potential customers.
- Increased 26% of product volumes from 200k to 2M.