



Implementation of Marketing Strategies. Development and Negotiation with Product Distribution Channels, B2B and B2C, Technology Investment Projects. Focused on Graphic Arts.

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Profile

I am a committed, reliable, and responsible individual. I have a critical and analytical thinking approach to find solutions to all types of problems and make decisions based on information. I enjoy teamwork and easily adapt to changes. I have a genuine passion for my work, which motivates me to carry out my tasks with utmost dedication and empathy.

Objective

Seeking a managerial position in the commercial area of an innovative company. I aim to actively contribute to the development of marketing and sales strategies that position the organization profitably in the market, improve its visibility, optimize its offer, and boost the company's sales and profits. With a strategic focus and concrete action plans to increase market share.

Education

2003 / 2004. Diploma in Commercial Strategies. La Salle University.

1995 / 2000. Bachelor in Business Administration. La Salle University.

Outstanding Courses.

2011 / 2011. Balance Deployment. HP Education.

2010 / 2010. Reseller Management. CHANNELCORP.

2008 / 2008. Channel Management. CHANNELCORP.

2006 / 2006. Digital Workplace Sales. HP Education.

2005 / 2006. Accredited Sales Professional. HP Certified Professional Program –Americas.

2005 / 2006. Accredited Sales Consultant. HP Certified Professional Program – Americas.

Software: Office, crescendo, SAP, VISIO. **Languages:** Spanish- English-Portuguese.

Work Experience

Jan 2022 / June 2023. Partner Business Manager. (PBM Latex)

HP

Responsibilities: Review of VARs' Quota scope. Lead generation, tracking, and closure. Visits to VARs, distributors, and end users. Training in latex technology. Execution and follow-up of QBRs. Manage the MDFs as well as follow-up in the payment of the same for the VARs. Planning, implementation, tracking, and postmortem of training events, as well as demand generation. Special pricing generation and tracking from purchase order to equipment installation. Keeping WOI with each VAR between 4 to 6 weeks. Follow-up of VAR payments with HP or credit people. Collaboration with HP credit to release purchase orders.

Follow-up on purchase orders with the credit operator. Operational reviews with the credit operator. Review and follow-up with Order Management for the release and delivery of orders. Follow-up on hardware and supplies warranties, as well as warranty extensions. Planning, implementation, tracking, and closure of institutional promotions.

Results: We Achieved and exceeded revenue year over year at least in one digit. In 2021, we achieved 118% of the hw and supplies quota, in 2022 we achieved 123% of the hw and supplies quota, half 2023 we achieved 125% of the hw and supplies quota.

We maintained a market share above 50% in each Quarter's metrics. We increased the large format market by 15% in the last 2 years. We maintained an 80/20 supplies stock from the top runners in the VARs, and at least 2 machines from their core business in the HW part. We managed to have a credit operator with a wholesaler. We improved the response time in the latex consumables warranty. We created individual promotions with the VARs. We planned, implemented, and measured institutional promotions. We generated special prices with their metrics and validations of end users.

Jan 2011 / Jan 2022. Aftermarket Partner Business Manager. HP

Responsibilities: Planning, development, and execution of events both inside and outside the country, for demand generation with strategic partners. Relationship, development, and negotiation with Large Format Product Distribution Channels. Attention and development of technology investment projects focused on graphic applications, decoration, packaging, outdoor signage, POP, outdoor and indoor communication as well as vehicle signage.

Develop strategies to increase printing with Distribution Channels. Review of the forecast for both ink technologies (water-based and latex-based). Review of the GM. Design, development, and implementation of marketing strategies with Distribution Channels. Order tracking with Order Management. In the period from 2020 to 2021, I was handling the LATAM aftermarket.

Results: Separation of small format ink skus. We achieved sales in 2010 of 500k USD and year vs year growths of at least 10%. Sales in 2021 of 8M USD. During the pandemic, there was no shortage of water-based and latex plotter ink. Inclusion of large format HP paper with initial sales of 100k USD in the initial year, and up to 2018, we had sales of 3M USD. We applied NDP in DesignJet inks for wholesale. Management of marketing funds 5% according to the partner's quota. Scrap control not greater than 1% of forecast. We achieved a quota year over year of at least one digit.

We made sure that wholesalers had a differentiator in the supply of consumables. That each wholesaler had their 80/20 in top runners, and that they had at least 4 to 8 weeks of WOI. We carried out individual promos with each wholesaler to lower the WOI and aging. We planned, implemented, and measured the manufacturer's institutional promotions with the wholesalers.

Jan 2010 / March 2011. Category Manager. Hewlett Packard Mexico.

Responsibilities: In charge of the product category which was Toner. Analysis of the P&L for each month. Design, development, and implementation of promotions for each GTM. Perform 18-month forecast. Analysis of special prices for toner. Review of the Gross Margin for this PL. Analysis of the ARU. Product training to sales, channels, wholesalers, customers and end users.

Results: We maintained a toner market share of at least 82% and achieved 85%. We implemented the program of collecting empty toner cartridges to avoid the sale of refills, and in Mexico, we ensured that MPS accounts (managed print services) could be part of this program, eliminating 35% of the refilling of toner cartridges. We maintained the Gross Margin. As long as we had the profit, we asked

for support with the handling of marketing funds. We included the toner blisters in the SAMS sales floor. We improved the offer of toners on the Walmart sales floor.

Other positions held:

2004 / 2007. Channel Marketing Specialist. Hewlett Packard Mexico.

2002 / 2004. Marketing Development Consultant Product Marketing. Hewlett Packard Mexico.

2000 / 2002. ISP (Internet Service Provider). Hewlett Packard de Mexico.

1998 / 2000. Purchasing. GARVEL.

1997 /1998. Administrative Assistant. La Casa de la Computación.

Courses

2021. Closing a Complex Sale. Getting the Deal Closed. Joint Business Planning. Linking Partner to KPI's. Partner Business Model. Building the Customer Case. Crafting Your Message. Creating a Win Strategy. Driving Successful Customer Meetings. Integrity in Business. Financial Acumen of Selling. Partner Shareholder Value. Partner Shareholder Value. Sales Insight. Basic Privacy Principles. Printing with Sustainability in Mind. Printing with Sustainability Impact.

2022. Customer Payment Solutions. Cybersecurity. Delivering Your Message Using PPT. Differentiating with Sustainability. Digital Disruption. Handling Sustainability Conversations. HP Printing Supplies and Sustainability. Integrating Sustainability in Proposals. LATAM Win with Digital Marketing. Selling Sustainable Printing Systems. Sustainable Impact Advantage of Supplies. Targeting Your Audience. Understanding Customer's Sustainability. Working Safely during COVID.

List of Skills

Teamwork. Leadership. Stress Control. Analytical and synthesis ability. Initiative. Innovation and Creativity. Tolerance to Frustration. Honesty. Commitment and Dedication. Enjoys challenges.