



## New Businesses Development and Distribution Channels Based on Market Intelligence. Product and Brand Management. Sales Analysis, Forecast Validation and Demand Planning.

**Vicente Mollón Bustos**

📧 55 27 75 0775 📧 vicente@mollon.mx

🌐 <https://mx.linkedin.com/in/vmollon>

**Mexico City.**

### Profile

---

My leadership style focuses on facilitating effective tasks and creating a collaborative environment. My experience covers key areas in diverse sales channels, with emphasis on trends and statistics, brand and product development, contributing to the success of my projects. I am a passionate and focused professional with a tireless work ethic. I excel at conflict resolution by building strong strategic partnerships. My track record includes successes in business reorganization and growth, with efficiency in team development. My commitment is oriented towards long-term success, both at an individual and organizational level.

### Objective

---

Seek a management position in the areas of business development and project management where I can contribute significantly to generating innovative commercial and product strategies, using market intelligence to facilitate informed decisions, improving efficiency and results, particularly in areas of speed and focus. Providing advanced skills in demand planning and management, including the ability to generate analytical reports to facilitate decision making in a dynamic environment.

### Academic Education

---

2023 /Now. Project Management Master + Big Data y Business Intelligence Master. Escuela de Negocios Europea de Barcelona. (En Línea)

2011 / 2012. Marketing Diploma. Universidad Nacional Autónoma de México.

2012 / 2013. Digital Marketing Program. OM Latam Academy.

1998 / 2002. Graphic Communication Design. Universidad Autónoma Metropolitana.

**Software:** Office, Access. Adobe: Photoshop, Illustrator. **Languages:** Spanish - English.

### Trayectoria Laboral

---

**2019/ Now. Business Manager. TEKMOVIL LLC.**



**Responsibilities:** Sales forecast and market intelligence analysis for new products, compliance with business requirements, profit and loss analysis, CPFR and PSI management for business with operators such as TELCEL, AT&T, VIRGIN and OUI.

**Results:** We have achieved and maintained an impressive 95% forecast accuracy over the past 5 years, ensuring our projections were highly reliable. We have maintained exceptional control of the inventory of our products in the hands of our customers, consistently keeping it at levels of less than two months or eight weeks. We play a key role in the Sales and Operations Planning (S&OP) process, guaranteeing 100% accurate operational performance in terms of times and quantities, thus reducing the financial cost of the operation.

We are a key player in Collaborative Planning Forecasting and Replenishment (CPFR) with our clients to maintain inventories at the desired levels based on our clients' business rules, as well as prevent shortages due to promotions and seasonalities.

Additionally, we lead the planning and execution of new product launches (NPIs) with an impressive 90% accuracy, strategically aligning these launches with market demands and the objectives of the brands we distribute.

#### **2017 / 2019. Product Manager. SOLONE.**



**Responsibilities:** New product development, sales analysis and market intelligence, compliance with business requirements, profit and loss analysis, after-sales service management.

**Results:** For 2 years we were leaders in the development and launch of new products, guided by market intelligence and consumer needs. We evaluate and negotiate with more than 20 manufacturers (ODM and OEM) in China, ensuring strong and efficient relationships. Additionally, we successfully implemented new processes for product development, demonstrating our ability to continually innovate and improve operations.

We successfully coordinated the technical homologation process with key operators such as TELCEL, AT&T, TeMM and ALTAN, achieving 100% success by completing the process in a timely manner. We efficiently managed after-sales services, both from the authorized service center and in-house, ensuring that warranties remained below 2%, reflecting our commitment to excellence in customer service and product quality.

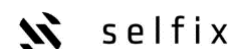
#### **2016 / 2017. Business Development Manager. Key Account Manager. LAVA Mobile México.**



**Responsibilities:** In charge of the distributors' sales channel. Portfolio of more than 15 products with pricing definition based on market intelligence.

**Results:** We successfully identified and prospected over 50 new clients, significantly expanding the client base. Additionally, we implemented effective strategies that led to a 20% increase in sales to existing customers.

#### **2016. Product Consultant. SELFIX.**



**Responsibilities:** Responsible for the development of new cell phone and tablet products, implementation of technical service centers and business development.

**Results:** For a year I successfully led the development and launch of more than 10 new products, guided by market intelligence, and identified needs. Demonstrated strong skills in evaluating and negotiating with more than 35 manufacturers (ODM and OEM) in China, improving both the quality and responsiveness of more than 10 of them. Additionally, I efficiently implemented new processes for product development.

#### **Other held positions:**

2014 /2016. Business Development Manager. Key Account Manager. BRIGHTSTAR.

2011 /2014. Cell Phone Product Manager MOBO.

2008 /2011. Comercial and Product Manager. BLU.

## Online Learning

---

Linkedin learning 2024: Supply Chain Foundations: Analytics.

Linkedin learning 2023: Demand and Capacity Management for Operations. Sales Forecasting. Sales Forecasting. What Is Business Analysis?. Learn data analysis. Becoming an Impactful and Influential Leader.

## Skills List

---

Management skills  
Team leadership  
Sales channels  
Results achievement  
Market intelligence  
Strategies definition

Analysis of data  
Decision making  
New business development  
Demand planning  
Product and brand management