

# GUILLERMO BATISTA

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## INTERNATIONAL BUSINESS MANAGEMENT EXECUTIVE

*Strategic Planning • Solution Selling • Market Positioning • Competitive Analysis  
Opportunity Identification • Market Risk Analysis • Contract Negotiation  
Distributor Network Development • Budget Administration*

### PROFESSIONAL PROFILE

- Strategy-minded and results-producing international sales and marketing professional with comprehensive executive experience in business development and financial operations.
- Master's-degreeed achiever with P&L responsibility for international market penetration and expansion.
- Energetic team-builder and motivator who can hire, train, and direct independent sales representatives, lead direct-sales and distributor-sales organizations, establish goals and controls, monitor results to consistently increase profit margins, enhance market position, reduce operating cost, and meet strategic objectives.
- Strong intercultural communicator who is well-versed in cross-cultural business practices, adept at collaborating with business partners in Latin America, fluent in English and Spanish, and conversant in Brazilian Portuguese.

### PROFESSIONAL EXPERIENCE

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**General Sales Manager Latin America**, *Michaelson Electronics*, Chattanooga, TN, Nov. 2006 to present

- Oversee all sales and marketing functions for leading designer, manufacturer, and marketer of advanced industrial instrumentation technologies and consulting services.
- Play instrumental role in company growth; successfully turned around Asia Pacific and European Regions within a year at company president's request; increased sales by 125 percent, thus achieving growth and profitability objectives; promoted as a result of turnaround success..
- Consistently establish relationships with key Latin American industry decision-makers.
- Define world area budgeting, forecasting, revenue, and profitability objectives.
- Attained average annual sales growth of 45 percent during six-year period by formulating and implementing international sales and marketing strategies.
- Consistently achieve profit contribution of 49 percent of sales.
- Deploy strong background in large project pursuit and account management.
- Negotiated and won multimillion-dollar contracts with key Latin American companies.
- Consistently recognized by executives for exceptional business-development accomplishments.
- Directly manage distributor network, contracting distributors in Argentina, Brazil, Venezuela, Bolivia, and Central America; opened sales offices in Brazil and Venezuela.
- Improved response time on customer support issues from average of nine days to one day.
- Earned Exporter of the Year Award presented by U.S. Department of Commerce.

**Management Consultant**, *Worldwide Scheduling Company*, Conshohocken, PA, June 2002 to Oct. 2006

- Directed consulting engagements in manufacturing and operations strategy for manufacturing consulting company primarily engaged in world-class manufacturing solutions for industrial manufacturers.
- Collaborated with Fortune 1000 companies to improve operating effectiveness, resulting in increased productivity, better utilization of equipment and facilities, reduced cycle time, minimized inventories, and improved customer service.
- Implemented manufacturing improvements, resulting in annualized savings of \$2.5 million per project.
- Succeeded in identifying processes and complex systems; interacted with clients to streamline operations, establish goals, and implement manufacturing strategies to achieve those goals.

**Export Manager Latin America, Transpo, San Diego, CA, Jan. 2000 to June 2002**

- Directed international sales, marketing, and business development for startup automotive export company.
- Developed and implemented five-year strategic plan focusing on high-growth export markets.
- Achieved 125 percent annual increase in business with targeted accounts by formulating and implementing key marketing and sales-management programs.
- Effectively managed budget and financial matters, negotiated contracts, and coordinated vendors, suppliers, and distribution channels to meet goals and objectives.

**Medical Sales Representative, Pfizer Pharmaceutical, Willow Grove, PA, April 1995 to Jan. 2000**

- Oversaw sales and marketing of cutting-edge pharmaceutical products, including cardiovascular medicines, radiopaque agents, analgesics, and prefilled systems.
- Directed marketing and sales of pharmaceutical products to hospital administrators, physicians, pharmacists, and health-care professionals.
- Promoted from Pharmaceutical Sales Representative to Medical Sales Representative within 18 months.
- Consistently achieved 130 percent of sales targets.
- Increased sales by 525 percent and obtained 85 percent market share.
- Qualified new accounts and grew revenue within territory.
- Managed growth planning and account management for multiple products.

**EDUCATION**

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**Master of Arts in Management**, University of Tennessee at Chattanooga, Chattanooga, TN

**Bachelor of Science in Business Administration**, Tufts University, Medford, MA

