



Marco Antonio Ochoa Barrera.

Colina de las Termas # 129, Boulevares, Naucalpan, Edo. De México, ZIP CODE 53140.

Phone +52-1-55-5373-4040 Cel Phone +55-1-55-9168-3080.

Email: marco8ab@yahoo.com.mx Alternate Email: marco8ab@hotmail.com

RESUME

Thirty-five years of experience in sales, marketing and product development, design expert sales and engineering strategies integrated projects in the field of electronics, with strong skills in interacting with clients, manage projects; develop teams for implementation engineering and project management staff.

PROFESSIONAL EXPERIENCE

EFTO ENERGIZING ALLIANCE, S.A.S. DE C.V. CCO.

2019-PRESENT

Structural, strategic and operational development of commercial channels in the Sales and Marketing area of the company for Solar Panels, Garbage Classification Plant and Water Cleaning Plant with Sub-Distributors, Key Accounts, strategic alliances with Companies and Business Partners, market research and analysis, communication, distribution channel, Sales, inventory management, training and development to potential Sub-Distributors, management of strategic clients for the correct implementation and sale of the product.

- ♣ Creation and implementation of the sales strategy for key accounts such as Construction Companies in México, Public Schools and Universities at the States of Veracruz, Hidalgo and Oaxaca, Industrial Complexes, Malls among others with an income in 10 million Dollars.

- ♣ Development of Engineering and Design for the Garbage Classification Plant in the Municipality of Coyuca de Benitez, Guerrero.

PRODUCTIVIDAD Y DESARROLLO INTERNACIONAL, S.A. DE C.V. CCO.

2017-2019

Structural, strategic and operational development of commercial channels in the Sales and Marketing area of the company, Sub-Distributors, Key Accounts, strategic alliances with Companies and Business Partners, market research and analysis, communication, distribution channel, Sales, inventory management, training and development to potential Sub-Distributors, management of strategic clients for the correct implementation and sale of the product.

- ♣ Creation and implementation of the sales strategy for key accounts such as OFFICE DEPOT, CHEDRAHUI, SERVET LABORATORIES, OLAB LABORATORIES, OAPAS NAUCALPAN, SIMEC INTERNATIONAL, BIMBO, NISSAN, VW, AUDI, BMW, MERCEDEZ BENZ, SAN LUIS GROUP, OUTOKUMPU MEXINOX, FIRESTONE, CITY EXPRESS HOTELS among others with an income in 41 Billion Dollars.

- ♣ Design the strategies and operation with the Commercial Business Partners for the Development of the Energy Efficiency Project in ASA (Airports) and ASUR in the Software Applications and Engineering Design of Air Conditioning and Electrical Systems to subsequently implement the implementation of the plant in the different airports of the ASA..

- ♣ Lead and develop commercial strategies as well as the design of APPs (Public Private Partnerships) for commercial alliances for the acquisition of plants with ESTADO MAYOR PRESIDENCIAL, CASA DE MONEDA and MUNICIPALITIES.

MAXCESS INTERNATIONAL, S. DE R.L. DE C.V. ACCOUNT MANAGER.

2014- 2017

Development of key accounts, strategic alliances with manufacturers of furniture for project development, marketing, strategy, analysis, market research, communication, distribution channel, target (forecast) of sale, inventory management, training and development prospects and distributors for proper implementation and product sales.

- ♣ Create and implement sales strategies for key accounts such as Sears, SANBORNS, BIZARRE GROUP, COSTCO, including an income in seven months of \$ 1.2 million.

- ♣ Lead and develop strategies and business alliances with manufacturers of furniture for project development as BE WATCH, the Group BIZARRE.

- ♣ Design Strategies with Application Developers and Software Engineering Design for various projects for mobility devices.

BEST BUY STORES, S. DE RL DE CV, MEXICO, DF
INTERACTIVE EXPERIENCE SPECIALIST.

2008 - 2013.

Design, purchase, install, deploy, repair and maintain interactive solutions and integrations of products and equipments, audio systems and video (HD), security systems for all the products at the stores. Evaluate, authorize and manage vendor displays, creating manuals and operating procedures for maintaining functional solutions, systems and integrations. Develop the task force for the implementation of the stores of the Group as well as the maintenance of these systems.

- ♣ Led the team and develop installation and implementation of interactive solutions, electronic security, audio and video shops for opening the group, reducing the costs of hiring outside firms for this work by 25 % at the Opening Budget Stores.

- ♣ Train staff to implement and maintain functional stores the audio and video, interactive solutions, electronic security systems successfully reducing training costs by 17 % of companies outside the company.

- ♣ Develop manuals and processes for implementation and maintenance of each of the interactive solutions, electronic security, and audio and video stores to serve as consultation and independent stores could operate without the need for external personnel savings being for the company.

- ♣ Design and administer the operation process for dealing with reports of products, equipment, furniture, and displays interactive solutions provider in store, saving up to 42% response time and attention, including those of our suppliers, these reports on the group's stores.

GRAPHIC VISION DE MEXICO, SA DE CV
PROJECT MANAGER.

2005 - 2008.

Design and develop engineering to transmit advertisements at strategic locations such as bus stations, shopping malls, etc., Implementation and training to the team for operation and daily maintenance.

- ♣ Lead the team for the daily operation of the system ensuring the quality of our services to our advertisers.

- ♣ I lowered operating expenses of the system, which resulted in a cost savings of 16% in operating costs of the company.

PANASONIC DE MEXICO, SA DE CV
PRODUCT MANAGER (Professional Plasma).

2002-2005.

Development , marketing , strategy , analysis , market research , communication, distribution channel, target (forecast) sales, inventory, purchasing production to the factory at Japan, channel sales training and distributors of technical specifications and product differences .

- ♣ Develop strategies, sales processes and marketing to position the product as the best in the industry, resulting in a sale only in the year 2003 of \$ 3 million US.

- ♣ Implement the sales strategy with distributors achieving an increase in sales of 32% against the previous plan.

COVIA SISTEMAS DE ILUMINACION, S.A. de C.V.
SALES AND OPERATIONS MANAGE.

1994 - 2002.

Sales and marketing strategies, market research, design and development of operating procedures for customer service, logistics, management, staff development and organization of more than 25 items.

- ♣ Develop and logistics operation to the attention of more than 200 local and foreign branches achieving results in increased revenue for the company by 36 %.

- ♣ Creating and implementing sales and marketing managing customers like Grupo Carso (Sanborn , Sanborn Coffee, Sears, Telmex Stores) TOKS Coffee , McDonalds , CMR (Corporacion Mexicana de Restaurants, Wings, Anderson , etc.) , MacroVideocentro , HSBC , JW Marriott hotels , Kentucky Fried Chicken among others.

OUTOKUMPU MEXICANA, SA DE CV
SALES MANAGER AND AUTOMATION.

1991 - 1994.

Responsible for engineering design, implementation, maintenance, personnel training, sales and marketing strategies, market research, inventory, production purchase, import of equipment for automation in mineral concentrator for recovery.

- ♣ Design engineering for automation process first automated mineral concentrator, reducing staff by 85%.

- ♣ 38% recovery of product previously without such equipment and automation is unable to recover wasted.

AREA DE SERVICIO TECNICO, TELEMEX SERVICIO, S.A. DE C.V.
JEFE DE SERVICIOS TECNICOS, FAUZER, S.A. DE C.V.

1990-1991.

1988-1990.

Academic

Electronic Engineering, Instituto Politécnico Nacional, MEXICO, D.F.

Additional Studies

2008 BEST BUY, INC., ST. PAUL MINNESOTA, U.S., operation processes, evaluation of interactive systems, training and staff development.

1992 OUTOKUMPU MINTEC OY, HELSINKI, FINLAND, Sales, Marketing, Automation and Process Control.

1989 VOLPAK, BARCELONA, SPAIN, Machinery and control systems for the packaging of food products.

1988 MOCON, INC. ST. PAUL, MINNESOTA, U.S., Measuring equipment for detection and evaluation of packaging of food products.

Languages

Bilingual English and Spanish.