

Luis Hurtado Yau

Camino Real de Betania, PH Los Guayacanes, Apto 2D, Panama City

luis.hurtado.yau@gmail.com - (507)6426-5876

Nationality: Panamanian / I.D.: 8-783-1169

COMPETENCES

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| • Market Analysis and Monitoring | • Training and Planning | • Innovation Seeker |
| • Strategic Planning | • Advertisement Creative Process | • Execution Focused |
| • Multicultural | • Ad-Agency Project Management | • Will to Delegate |
| • Business Development | • Budget Design and Execution | • Regional Market Knowledge |
| • Resourceful | • Conciliator | |
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PROFESSIONAL EXPERIENCE

Retail Sales Manager, August 2019 – November 2020

[Digicel Communications Group](#)

Duties:

- Responsible for retail operation of the stores 20 stores and kiosk nationwide.
- Operational expenses budget management and execution for FY.
- Staff procedures preparation/training and quality assurance for customer satisfaction.
- Maintenance and repairs periodical revision with third party providers (furniture, cleaning, security, equipment, etc).
- Overall operation quality assurance on service and products towards claims reduction.
- Sales forecasting and stores performance follow up (Profit & Loss).
- Daily communication with stores coordinators for service or product issues that impact the customer experience.

Regional Training Coordinator, May 2018 – August 2019

[Cheil Central America Inc.](#)

Duties:

Support and lead the planning on the product trainings for AV, DA and Mobile products for Samsung Electronics regionally, this included the preparation of training schedules per product line, topic and priority route, with a weekly follow up measurable in results monthly basis with KPI's such as: Point of Sales Visited, Salesmen Trained and Topics. Also supporting on training sessions to be organized abroad regarding all logistics preparation such as transportation, venue reservations, sample products preparation, rehearsal scheduling when necessary and executing the training sessions myself when required. Within my scope of duties I had to make sure all the corporate guidelines of the brand were followed and explained the most accurately to the trained staff (Managers, Executives, Promoters, Merchandisers, Trainers and others), with further measuring of results to be tested through tests, case studies or role plays depending on the targeted KPI to qualified. Participation on interview processes to evaluate potential candidates for their capabilities and alignment with the organizational culture and tasks.

Achievements:

- Establishing the regional sales/product training coordination and communication properly.
- Development of tools for soft skills training to the retail force (catalogs, manuals, procedures and others).
- Lead the enhancement of KPI and system's registration procedures to be executed correctly.
- Management support over all field regional operations with product trainers.
- Follow-up for successful trade marketing tools execution (campaigns, POP, stock, exhibition)
- Lead internal customers and partners to align, communicate and act for product objective achievement.
- Perform weekly coaching routine with all level of staffs within the structure to ensure optimal performance

Sales and Marketing Assistant Manager, June 2010 – May 2018

[Isuzu Motors International Operations \(Panama\) S.A.](#)

Duties:

Lead the planning/control on the purchases and sell-out in relation to an annual business plan for sustainable growth. Within my main responsibilities were the execution of the marketing and advertisement budget, communication, training programs and visit to the customers in Central and South America for sales results and government deals follow up, together with the analysis and monitoring of general market information on competitors, including the development of all the sales and marketing support materials, translation and revision of legal documents, contract, press releases, media publications or any other corporate communication materials, including preparation and design of soft skills and product training materials. Participation on interview processes to evaluate potential candidates for their capabilities and alignment with the organizational culture and tasks.

Achievements:

- Successful and sustainable establishment of the regional office operations in Panama from the start.
- Effective and comprehensive establishment of direct communication with the brand dealers within the region.
- Definition and implementation of standardized processes for the dealers in the region.
- Sharp execution of trainings and product information spreading among the retail force throughout the region.
- Successful preparation and execution of the annual regional conference for Latin-American dealers.
- Sharp and successful execution of the marketing budget with direct incidence on the regional market share growth.

Jr. Product Manager, May 2008 a February 2009.

LG Electronics Panamá S.A.

Duties:

Lead the planning and cost analysis of the products with the factory, together with the supervision of the processes related as: Purchases, Inventory and Sales. Planning and implementation of marketing strategies, launching or exhibition activities and events coordination, analysis and monitoring of general information on the competitors towards the planning and execution of the advertising and marketing budget. Periodical visits to the stores and points of sales for the evaluation on the use of the 'trade-marketing' tools.

Achievements:

- Implementation of new sales promotional strategies and product exhibition upgrades at the point of sales.
- Execution of the first product acceptance and characteristics market study at the Panama Free Zone.
- Establishment of target and metrics on objectives for the brand promotion team at the stores.
- Continuous product training to the salesmen and brand agents.

International Sales Executive, April 2005 a February 2008.

Pioneer Intl. Latin America S.A.

Duties:

Responsible of the audio and video professional products on the business plan implementation, standing out the sales process, strategy and customer service, together with the analysis and monitoring of the general market information. Also in charge of subjects such as interview and speeches coordination on the product brand activities and planning the annual advertisement and marketing activities budget.

Achievements:

- Proposal and acceptance on a business and marketing policy for the professional audio and video products.
- Headquarters granting of a budget on advertisement and marketing activities for the first time.
- Approval on the implementation of specialized point of sales exhibition material for product identification.
- Development of new business channels through the implementation of a regional visits plan to all the potential countries in the region, with successful results on the sales trend exceeding the 50% growth.
- Successful increase on the brand recognition throughout the Latin-American region, as well as the effective positioning on the premium audio and video professional segment.

Sales and Marketing Assistant, January 2004 a April 2005.

Citizen Latin America Corp.

Duties:

Responsible of the assistance to executives and management for sales and marketing towards reports, activities and required operation tasks through the region. Support on the product planning, ordering and shipment processing from the customers, together with the analysis and monitoring of the general market trends, including direct assistance on the coordination of adagency and any other supplier services follow up.

Achievements:

- Outstanding and effective assistance to the executives and management with a 100% satisfaction rate.
- New products introduction to key wholesalers with successful acceptance rate.

ACADEMIC BACKGROUND

- ❖ **Master Degree in Strategic Management and International Business with Marketing**
Universidad Católica Santa María La Antigua, 2007 – 2009, Panama
- ❖ **Degree in Marketing and Advertisement with emphasis in Graphic Design**
Universidad Latina de Panamá, 2003 – 2006, Panama
- ❖ **High School Diploma in Commerce specialized in Marketing and Advertisement**
Instituto Panamericano, 2000 – 2002, Panama

Languages:

***Spanish (Native) – *English (Fluent) – *Portuguese (Intermediate) – *Japanese (Basic)**