

Sebastián Alcalá Molina

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PROFESSIONAL PROFILE

Bilingual Industrial Engineer, Master in Marketing and Sales Management with more than 10 years of Experience in Commercial areas and marketing in Multinational companies developing strategies towards achieving the business goals. With acquaintance and broad experience in direct channel focused in numeric distribution, portfolio Depth and profitable growth, Modern Channel in charge of the client developing and win-win negotiation pointing to the key business category growth and the Budget optimization. I have been member of the commercial processes direction team contributing in the strategic planification from the data analytics and business intelligence, moreover guarantying the correct and effective execution of those strategies and plans supported by the building and leading of high performance commercial teams.

Throughout a systemic vision, I am able to solve Issues and problems, identifying and analyzing the whole situation with objectivity, contributing to enhance and achieve the corporate objectives and continuously improvement, adapting myself to new Challenges and changing environments.

PROFESSIONAL EXPERIENCE

RECKITT COLOMBIA

(March 2021 – Feb 2024)

National Field Chief - Jan 2023 – Feb 2024

- Responsible for executing company plans and strategies nationwide, leading an outsourced execution team of 56 people.
- Designed, updated, and managed information-gathering tools, analyzing and generating reports from internal and external sources like Nielsen.
- Contributed relevant information on 4Ps performance, commercial activations, market alerts, and insights for strategic decision-making.
- Planned annually and reviewed KPIs periodically with the leadership team.
- Developed and implemented activations, POP material, planograms, and campaigns in collaboration with marketing and sales areas.
- Managed a monthly field execution budget of \$50,000 USD.

Achievements:

- Led field execution synergy between three business units, achieving 86% weighted coverage and saving \$60,000 USD.
- Increased PAC accomplishment from 73% in 2021 to 96% in 2023 through realistic and effective negotiations.
- Grew the percentage of points of sale considered as Perfect Store from 30% to 70% of numeric coverage.

Sales Intelligence and Field Chief - March 2021 – Dec 2022

- Designed, generated, and deployed accessible, timely, and actionable tools based on field execution KPIs, 4Ps, sales, and coverage.
- Followed up on sales force KPIs, training them in tool usage, seeking opportunities for automation and continuous improvement.

- Managed invoicing and manual order changes.
- Led a team of 5 direct and 56 outsourced people, managing monthly fixed costs of \$100,000 USD.

Achievements:

- Planned and executed a project to change the field execution BPO, information gathering platform, and KPI's definitions, increasing the Perfect Store score from 56% to 78%.
- Lead the beginning of the transformation of the reports from Excel to Power BI.
- Redesigned the follow-up and measurement model of MSL (must stock List), improving fulfillment from 68% to 82% in the first year.
- Improved invoicing process efficiency by 20%, reducing incomplete deliveries and orders due to manual invoicing mistakes teamworking with Supply and Invoicing areas.

MARS COLOMBIA

(Sept 2019 – Jan 2021)

Key Account Manager

- Managed relationships and negotiations with key accounts in modern trade, developing profitable, intelligent, and innovative strategies.
- Conducted end-to-end reviews with clients, marketing, trade marketing, and supply teams to improve KPIs and enhance consumer satisfaction.
- Ensured the right portfolio vectorization, stock levels, shelf availability, and 4Ps execution.

Achievements:

- Reduced inventory from 18 to 10 weeks through a transfer strategy, decreasing OOS to below 2%.
- Reduced product expiration risk by lower than 30% of the figures received.
- Achieved a 3% growth in the account, reversing a three-year declining trend.

NESTLE DE COLOMBIA

(Jun 2017 – Sept 2019)

Wholesaler and Distributors Sales Representative - Jan 2019 – Sep 2019

Traditional Channel Supervisor - Jun 2017 – Dec 2018

QUALA S.A

(Aug 2013 – Feb 2015)

Modern Trade Sales Representative

EDUCATION

- Master in marketing and Sales Management, IEP University of San Pablo, CEU, 2016.
- Industrial Engineering, Icesi University, Cali, Colombia, 2012.

CERTIFICATIONS

- Diploma in Organizational and Personal Coaching, Icesi University, Cali, Colombia, 2020.

LANGUAGES

- Advanced English, Kaplan Aspect, Perth, Australia, 2010-2012 (Overseas English work experience).
- Spanish (native language).

REFERENCES

Available upon request.