

Raul Bellorin

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GENERAL MANAGER

Business Development ▪ Supply Chain ▪ International Marketing ▪ Procurement ▪ Logistics ▪ Consulting
Leadership ▪ Contract Negotiations ▪ Sales Management ▪ Lean Operations ▪ P&L Responsibility ▪ Client Relation

Experienced senior level executive with over fifteen years of success leading international business operations and product marketing efforts. Aligns strategic initiatives with corporate targets across the full lifecycle of revenue generation, cost control, financial reporting, regulatory compliance and logistical compatibility. Consistently meets deliverables by maintaining a commitment to outcome-driven priorities, objectives and timetables.

Serves as a trusted marketing partner with key stakeholders. Develops strong relationships, internal, external and globally to accomplish business financial objectives and strategies. Demonstrates cultural sensitivity, tact, and diplomacy while engaging in international business activities which include manufacturing companies, government agencies and distributors. Utilizes expert analytical decision-making capabilities to optimize marketing processes and implement innovative solutions. Competencies include:

- Strategic Alliances
- Distribution Channels
- Cost Analysis & Budgets
- Marketing & Sales Strategies
- Inventory Management
- Transportation & Warehousing
- Customs Policies & Procedures
- Commodity, Futures Markets & Contracts

CAREER SYNOPSIS

VRC Inc. (Consulting), Broomfield CO

2016-Present

MANAGING DIRECTOR & SENIOR CONSULTANT

Sources specific ingredients for the food, feed, and agricultural sector. Provides logistical services to companies engaged in export operations to private poultry integrations, food companies and government agencies in Latin America. Based on the Procurement background:

- Currently sourcing 2,000 mt (metric tons) of vegetable oil, 4,000 mt of phosphates and 10,000 mt of fertilizers.
- Gained multiple consulting opportunities as a regular attendee at the IPPE (The International Production and Processing Expo) for the last 8 years, where industry leaders and decision makers from all over the world network, share ideas and see the latest in services, supplies, equipment, ingredients used in poultry, meat and feed products.

AGP, Omaha NE

2009-2015

MARKETING DIRECTOR FOR LATIN AMERICA

Grain, fats and oil export markets analyst for US and South America, accountable for purchase and exchange of futures contracts for commodities shipped to Latin America. Responsible for chartering vessels, monitoring duty structures, operations and logistics.

- Negotiation of FOB grain from US or South American Origin, involved in significant purchase volume of grain from export elevators at US Gulf (Cargill, ADM, Bunge, etc.) or from Argentina, Paraguay and Brazilian export elevators, to eventually be sold and delivered to other Latin American Markets (Venezuela/Colombia)
- Monitored duty fluctuations in order to provide cost advantages for the buyer after product is custom cleared. Chartered adequate size vessels in order to avoid dead freight costs.
- Closely monitored inventory levels and consumption rates for AGP's poultry operation in Venezuela (Protinal-Proagro) with volumes of 600- 900k mt per year.
- Achieved an increase in export volume of 51% (238k-360k mt) to Latin America with a total margin of \$27million for the 2010 fiscal year. Cleared political hurdles, achieved approval of import licenses, and took timely ownership of product.
- Grew export volume to 61% (360k-580k mt) to Latin America versus previous year, with a total margin of \$16.5 million for the 2011 fiscal year.
- Increased export volume to 40% (580k-814k mt) to Latin America versus previous year, with total margin of \$32.3 million for the 2012 fiscal year.
- Achieved export volume to Latin America of 602k mt for the 2013 fiscal year, with a total margin of \$27.2 million.

- Played instrumental role in achieving savings of \$5 million per year by developing a logistical program that monitored customers' consumption rates by commodity in order to maintain ideal inventory levels in their warehouses, timely delivery dates, allowing better planning of shipments without incurring in additional costs.
- Saved \$4 million a year by introducing South American commodities and marketing them in Venezuela with preferential duty rates, for example, Bolivian Soybean Meal (SBM) at 0% duty under the Andean Pact Nation Agreement.

Protinal-Proagro, Valencia, Venezuela

1998-2009

INTERNATIONAL PURCHASING DIRECTOR

Buyer of imported macro ingredients for a fully integrated poultry operation, this includes: SBM, corn, fats and oils, wheat, feed wheat, etc.

- Responsible for port logistics, customs clearance, transportation and warehousing for 600k mt or \$240 million of product per year. Fostered key relationships and built trust with discharge or offloading service companies, surveyors, transportation (trucking service) companies, custom agents, and outsourced warehousing in order to expedite vessel's discharge operation and gain dispatch over charter party's (contract) rate.
- Saved over \$1 million per year in port demurrage costs by establishing a dual discharge system with port operators to handle and move product to its final destination in a timely manner without incurring in additional storage penalties.
- Negotiated replacement of ingredients in order to maintain flow of feed for approximately 21 million birds (chickens) in rotation, for example: feed wheat for corn, palm oil for other fats, other protein sources.

EARLIER CAREER: INTERNATIONAL GRAIN PURCHASING, LOGISTICS MANAGER AND NATIONAL DISTRIBUTION MANAGER AT MOLINOS NACIONALES MONACA FOOD DIVISION

1993-1998

EDUCATION & TRAINING

Essex College, Baltimore, MD Marketing Management

Kansas State University USDA Cochran Fellowship Program for Grain Procurement & Marketing

Languages Perfectly Bilingual English-Spanish, Fluent in French