

# CESAR VAZQUEZ

HOUSTON, TX 77004 | cvmorenes@hotmail.com | +1 - (713) 677 3581

## Strategic planning | Negotiation | New business generation

Passionate and driven sales & business development professional, with strong financial acumen.

Highly skilled in areas of new business generation, contract negotiation, relationship management and profit/revenue growth. Proven track record in managing global sales operations in the US and across 21 countries, with minimum supervision, excellent teamwork track record and completing assignments ahead of schedule.

Proficient with SAP, BW, MS Excel, PowerPoint and rest of MS Suite. Adept at preparing presentations and communicating at all levels of the organization. Quick at learning proprietary systems and applications.

## PROFESSIONAL EXPERIENCE

---

### Sales Manager - Private Label, Food Service, Export and Commodity

Riviana Foods Inc. - Houston, TX

2019–Present

- Manage private label, food service, export, ethnic and commodity sales operations, generating a combined annual revenue in excess of \$45M USD across 100+ accounts.
- Identify, analyze and develop long-term business with new strategic business partners, distributors, existing customers and brokers.
- Generated 15+ new accounts, which led to significant sales launches across nine (9) countries and over 25% increase in revenue.
- Prepared bids, negotiated sales and distribution agreements, represented company's interest in trade associations, prepared and executed sales plans.
- Developed the strategic growth plan, pricing strategies, marketing activities and incentive structures.
- Prepared demand forecasts and coordinated supply chain operations to maintain proper inventory controls and reduce logistics costs.
- Implemented KPI's and data analysis tools, improving sales and financial reporting.
- Modernized and streamlined internal processes.

## **Sales Manager – Export and Commodity**

**2013–2019**

Riviana Foods Inc. - Houston, TX

- Manage export sales operations for retail and commodity business units, which consisted of 30+ accounts across 21 countries and generating a combined total of \$25M+ in annual sales.
- Augmented sales by 10% in an increasingly competitive market by identifying nine (9) new customers/account holders across four (4) countries.
- Directed the development of new retail products and prepared marketing plans.
- Prepared monthly and quarterly business reviews for various leaders and customers to identify and implement necessary process improvements.

## **Business Development Manager**

**2009-2013**

FerroAtlantica – Sichuan, China

- Coordinated the company's expansion into China and surrounding markets.
- Facilitated a series of new business operations identifying target companies, vetting them for potential acquisition, preparing investments proposals, designing business plan, negotiating loans and liaising with financial institutions and other local authorities.
- Assisted in the negotiation of various EPC contracts, Memorandum of Understanding (MOU) and Joint Venture (JV) agreements. Developed a system for prospective/existing customers to manage data accurately and efficiently.
- Led the development of financial projects, monitored cash flow/cost control, prepared monthly/yearly reports and assisted in the identification, purchase, and upgrade of an existing metal silicon plant and mining assets.

## **EDUCATION AND SKILLS**

---

- **Master in Finance, I.E.B. (2007)**
- **Bachelors of Laws (LL.B.), Law. Complutense University of Madrid (2007)**
- **Member of the Madrid Bar Association**
- **Advanced Excel Skills for Business, Macquarie University**
- **Advanced user of Microsoft Office Environment**
- **SAP and Business Warehouse tools**
- **Experienced in leading teams and working cross-functionally**

## **LANGUAGES**

---

- **Spanish (native) - English (bilingual) - Chinese (elementary)**