

MA. CRISTINA SABO-O CV

Quezon City, Philippines

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Enterprise Business Development Executive

Key Account Manager • Telemarketer • Business Development Consultant

Program Development • Project Management

Partnership Building • Customer Satisfaction • Results Driven • Team Leader

20+ years' experience in senior level business development, sales leadership, and direct sales. Established sales leader who can identify large contract sales opportunities and build solutions that My interest is to acquire self-growth and development focusing on business analytics and sales strategies in line to my chosen career and future goal. I have great confidence that I can contribute knowledge and share strategies from experiences to promote company's mission and lifetime success. My intent is to be an outstanding model leader to others by passionately working hard with honestly and perform effectively supporting company's growth. Change agent. This candidate is a high energy, customer driven, goal-oriented team player. Strong focus, experience, and track record to lead, identify the BIG PICTURE, close the sale, and achieve results. Strong internal and external relationship builder. Consistent Budget plus Performer.

AREAS OF EXPERTISE:

- Direct Sales
- Excelling in Solution Sales
- Expertise in Business Development and Account Management
- Strategic planning, training, and business development

PROFESSIONAL EXPERIENCE:

Matimco Inc.

2010 - 2021

A leader/provider in wood distribution for construction industry the Philippines

Institutional Project Sales Senior Key Account Manager

Sept 2018 – Nov 2021

- Responsible for an annual sales budget of \$1,900,000.
- Managing key accounts by serving/securing partnerships with developers and contractors.
- Maintain strategic B2B relationship that will give opportunities and profitable to both parties.
- Key focus on business development to capture new accounts.
- President's Award for Sales & Marketing Manager of the Year-136% in sales in 2020

Institutional Project Sales Key Account Manager/Project Manager

Jan 2014 – July 2017

- Responsible for an annual sales budget of \$900,000.
- Lead the planning and implementation of projects.
- Facilitate the definition of project scope, goals, and deliverables.
- Develop full scale project plans. Assemble and coordinate project staff.
- Achieved the highest sales in history of Matimco with 644% over plan.
- LXXXS awardee for Institutional Sales Channel – Sales under Matimco CARES (Cordial, Accurate, Reliable, and Extra-mile Services)

Institutional Sales Key Account Officer

Dec 2011 – Dec 2013

- Responsible for an annual sales budget of \$240,000.
- Expanded products and services in key accounts such as Shang Properties Inc., SM Investment Corp., Megaworld Corp., Empire East Land Holdings Inc., Suntrust Properties, Megawide Construction Corp., Monolith Construction and Development Corp.
- President's Award for Sales Officer of the Year with 186% sales performance and promoted as Institutional Sales Key Account Manager.

Wood Center Sales Officer

Jun 2010 – Nov 2011

- Responsible for an annual sales budget of \$240,000 and 3 direct reports.
- Focused on sales of treated branded wood for architectural and structural use with 10 to 25 years warranty from anti-termite, anti-wood borer and anti-fungal decay.
- Promoted as Institutional Sales Key Account Officer.

BLACK AIRSOFT SHOP

2008 - 2010

Trading

COO & CFO

- Responsible for operations and finance of the company.
- Coordinated with suppliers and managed inventory allocation to ensure stocks availability.
- Supervised, hired, trained employees, and arranged manpower schedule.
- Responsible of filling of taxes and payment for employee's salaries, incentives, and statutory obligations.
- Focused on location of the business, logistics and financial strength of the organization.
- Contributed to increased value of the organization from establishing the business and making an average \$3,000 monthly net income prior to the sale of the business in 2010.

Kaeser Kompressoren Philippines

2004

A leading manufacturer and distributor of industrial compressor products and services

Systems Engineer

July 2004 - November 2004

- Responsible for an annual budget of \$ 240,000
- Do field works by visiting and analyzing clients compressed air system.
- Do recommendations on how to maximize client's production using an efficient system. Managing existing and new key accounts.
- Coordinate with Channel Manager for pricing and discounting. Submit monthly reports for monthly sales and projected sales. Attend exhibits to get leads and new accounts.

Telemarketer

April 2004 – July 2004

- Responsible for leads and appointments for systems engineers.
- Focused on calls to clients to introduce and familiarize them with our industrial compressor.
- Promoted as Systems Engineer

Ynzal Marketing Corporation

2001- 2003

An Apple Products and Technology reseller

Business Development Consultant

- Responsible for an annual sales budget of \$ 24,000.
- Focus on handling Macintosh products such as PowerBooks, iBook, Powermac, iMac, iMac, and other Apple products.
- Sold software from Adobe, Microsoft, Macromedia, Antivirus software and many more.
- Sales Rookie of the Year 2001

ACADEMIC/EDUCATION AND DEVELOPMENT:

Master of Science in Business Analytics (MSBA) from Mapua University, the Philippines

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- BS degree in Computer Science (BSCS) from AMA Computer University, the Philippines
- Certifications from Superior Selling Mechanics; Matimco University Sales Training; The Duo Praxis – Consultative Selling
- Actively participating in outreach programs to help primary and secondary schools located in the outskirts of Mountain Province and calamity affected areas in Luzon Island of the Philippines.

COMPUTER SKILLS: Proficient with Microsoft Suite. Extensive knowledge of PC operations and architecture, video, and voice conferencing, bridging and web collaboration.

- REFERENCES AVAILABLE ON REQUEST-