



George Eric G. Cardona

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Professional Profile

With strong analytical and organizational skills in selling and distribution system obtained from my work experience. Started as a Dealer Development Specialist in Pepsi-Cola Products Phils. Legaspi City Sales Office under Bicol Region Operation. Then work in Ginebra San Miguel Inc. as Account/Distributor Specialist handling non-alcoholic beverage. Work as Distributor Account Specialist in Fly Ace Corporation handling Region 1 area for both Modern Trade and General Trade. Now working as a Territory Sales Head and promoted as a Area Sales Head in Globe Telecom Inc, handling Ilocos Sur/Abra area making Ilocos Sur as a Globe/TM Baluarte area.

Areas of Expertise

• Sales and Distribution • Dealer Accounts Management • Distributor Management • Greatly familiar with North Western of Luzon and Albay Area • Key Account • Contract Negotiations • MS Windows Applications • Willing to take challenges for new field of industries

Trade Channels Exposure

General Trade*Modern Trade*Distributors *Industrial Accounts * On Premise Accounts * Traditional Trade (Retail) * Key Accounts (Supermarket/Wholesale) * Wholesalers (Routing and Non-Routing)

Professional Sales & Marketing Experience

GLOBE TELECOM INC. September 1, 2020 to November 31, 2021
The Globe Tower, Taguig City

Area Sales Head

Ilocos Sur/Abra

Major Responsibilities:

- Directly handling Distributor (Handles 5 Direct Globe Employee, 28 Distributor Personnel composed of 1 Operations Manager 3 Sales Supervisors, 3 Key Accounts, 22 Sales Personnel and its warehouse.
- Assure brand category to manage and push product presence and awareness. Makes local marketing programs.
- Plan, monitor and control, discounts, deals and other marketing spending in order to maximize utilization.
- Prepare Budget, Forecasts & Tactical Plans in order to build and grow the business.
- Implement business management processes and tools in order to ensure sustained profitability of business partners.
- Train, mentor and retain Best Practices with the team Field Sales Supervisor, Distributor Sales Agents/Representative in order to achieve a high level of customer satisfaction
- Responsible to cascade and implementation of marketing programs to improve brand performance, execution of national programs as well as to counter competitor's activities.

GLOBE TELECOM INC. January 8, 2018 to August 31, 2020

The Globe Tower, Taguig City

Territory Sales Head

Ilocos Sur/Abra

Major Responsibilities:

- Responsible to cascade and implementation of marketing programs to improve brand performance, execution of national programs as well as to counter competitor's activities. Makes Globe in Ilocos Sur Abra Market Leader.
- Huddle projects sales executions, direct to subs,
- Monitor and Supervise acquisition lead by the Business Development Officer and sales of Agent
- Plan/craft programs for the sales, penetration and conversion of subscribers.
- Prepare Budget, Forecasts & Tactical Plans in order to build and grow the business.
- Implement business management processes and tools in order to ensure sustained profitability of business partners.

FLY ACE CORPORATION April 04, 2015 to December 20, 2017

Coral Way Pasay City

Distributor Account Specialist/Assoc Sales Supervisor

Region 1 Area

Major Responsibilities:

- Directly handling Region 1 Area (Pangasinan, Baguio, Benguet, La Union, Ilocos Norte, Ilocos Sur, Abra).
- Handles 2 Distributors Specialist covering 2 Distributors and 12 Direct Account. General Trade, National Key Account and Regional Key Accounts, Hotel Restaurant and Institutional Account.
- Assure brand category to manage and push product presence and awareness.
- Plan, monitor and control, discounts, deals and other marketing spending and Credit in order to maximize utilization thereof.
- Prepare Budget, Forecasts & Tactical Plans in order to build and grow the business.
- Implement business management processes and tools in order to ensure sustained profitability of business partners.
- Train, mentor and retain Best Practices with the team Dealer Customers Representative (DCR) in order to achieve a high level of customer satisfaction.
- Responsible to cascade and implementation of marketing programs to improve brand performance, execution of national programs as well as to counter competitor's activities.

GINEBRA SAN MIGUEL INCORPORATED July 25, 2013 to March 16, 2015 Sta Barbara, Pangasinan

Account/Distributor Specialist

Major Responsibilities:

- Directly supervising 4 Dealers & Distributors covering in different areas of La Union, Ilocos Sur and Ilocos Norte.
- Ensures dealer/distributor in the region are delivering key performance indicators in Volume, Merchandising, Availability and Trade relations are implemented based on required company standards.
- Assure brand category to manage and push product presence and awareness.
- Plan, monitor and control, discounts, deals and other marketing spending and Credit in order to maximize utilization thereof.
- Prepare Budget, Forecasts & Tactical Plans in order to build and grow Non-Alcoholic Beverage business.
- Implement business management processes and tools in order to ensure sustained profitability of business partners.
- Train, mentor and retain Best Practices with the team Dealer Sales Representative (DSR) in order to achieve a high level of customer satisfaction.
- Responsible to cascade and implementation of marketing programs to improve brand performance, execution of national programs as well as to counter competitor's activities.
- Ensure effective booking and collection management.

Accomplishments:

- Standardized routing sales and distribution of my current Dealers/Distributors.
- Improved Key Performance Indicator thru implementation of Service Improvement Program.
- Gaining double digit growth vs. 2013 and 2014 performance.
- Train, mentor, coach and retain Best Practices with the team in order to achieve a high level of customer satisfaction.

PEPSI COLA PRODUCTS PHILIPPINES INC.

May 26, 2012 to April 12, 2013

Legaspi City Sales Office

BICOL REGION OPERATION

Dealer Development Specialist – Albay and Cantanduanes

Major Responsibilities:

- Survey/arrange Route Structure for newly develop Distributors/Dealers in my assigned area.
- Channelize distributors/dealers/wholesalers customers to tap their needs and demands based on designed schedules of visit.
- Develop Operation Public Market, Entrepreneurial Distribution System and Dealer Development Program thru penetration of competitor's distribution.
- In-charge in the sales, distribution and merchandising executions for carbonated and non-carbonated beverages.
- Manage/supervise EDS-Multi-Route and accomplish Daily Reports (RADAR/Scoresheet/PMAT)
- Provided clear objectives and monitor results following the company principles in order to attain sales and productivity targets;
- Develop front-liners using Field Coaching & Motivation Principles in order to build and sustain a competent sales force.
- Responsible for the Basic Sales training of Distributor Sales Personnel and follow thru Work With activities.
- Monitor local/national program implemented to the store level and ensuring company directions are executed and resulted to annual double digit growth in volume and accounts penetration.

Accomplishment:

- Developed 1 EDS-MR with 6 Routes, 3 Distributors, 2 Routing Dealers
- Recovered lost sales volume from 4 EDS-Single Route by converting into EDS-Multi Routes System surpassing Year Ago performance.
- Exclusivize Carinderias, enhanced Public Market (Fast Foods & Eatery

Distributors/Dealers handled:

- Dealer Development Program NABOS

Jovellar, Albay

Mr. Jun Nabos

Business Owner

- Distributor GMS MARKETING

Pioduran & Ligao, Albay

Mr. Gaudencio M. Sodsod Sr

Operation Manager

- Distributor Janlet Enterprises

Pioduran & Oas, Albay

Mrs. Judith B. Gurat

Business Owner

Ms. Emma

Operation Manager

- 3DI BEVERAGE DISTRIBUTOR- MULTI-ROUTE PARAN

Legaspi City & Daraga, Albay / Pilar & Donsol, Sorsogon
Mr. RAMON PARAN
Operation Manager
□ OPM & DDP K& J Queeny

Camalig, Albay
□ Distributor Arcilla

Virac, San Miguel, Bato, San Andres, Catanduanes Island
Mr. Danny Arcilla
Business Owner & Operation Manager

Reason for leaving:

Need to bring my family back to my hometown for expenses management purposes

DEPARTMENT OF FOREIGN AFFAIRS – Consular Office October 2012 to March 2013

San Fernando, La Union

Releasing & Verification Clerk (On the Job Training)

Major Responsibilities:

- Encoder/verifying documents of passport applicants
- Assist in releasing procedure
- Other related office work

Trainings / Seminars

DEALER/DISTRIBUTORSHIP SELLING WORKSHOP July 25, 2013

GINEBRA SAN MIGUEL, INC.

Tebag West, Sta. Barbara, Pangasinan

ROUTE DEVELOPMENT PROGRAM May 23 to 25, 2012

PEPSI-COLA PRODUCTS PHILS., INC.

Legaspi Sales Office, Legaspi City

BASIC SELLING SKILLS May 26, 2012

PEPSI-COLA PRODUCTS PHILS., INC.

Legaspi Sales Office, Legaspi City

Graduated from **Don Mariano Marcos Memorial State University**, San Fernando La Union, March 2012 with Bachelors degree of Business Administration Major in Marketing Management.

Reference:

MR. REYNALD JIMENEZ

Regional Sales Manager
Republic Biscuit Corporation
Contact No. 09194884084

MR. ZALDY GUEVARRA

Account Supervisor
Fly Ace Corporation
Contact No. 09985925966

MR. JAIME MENDOZA

Regional Sales Head

Globe Telecom Inc.
Contact No. 09530719669