

Anne Louise W. Vergara – Lopez

PERSONAL DETAILS

Birth	August 19, 1984	Phone	(+63) 918 959 1361
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EDUCATION

TERTIARY

Xavier University – Ateneo de Cagayan
Corrales St., Cagayan de Oro City
Bachelor of Science in Accountancy
March 2005

SECONDARY

Corpus Christi School
Macasandig, Cagayan de Oro City
March 2001

WORK EXPERIENCE

Philip Morris International/PMFTC Inc. Manager, Commercial Planning

January 2021 - Present

- Lead the planning and development of the Area's commercial plan in order to achieve business objectives (volume, share and OCI) through adequate distribution/availability and excellence in the deployment of commercial brand activities
- Establish the framework and coordinate, synchronize and structure roll out of all commercial activities by field operation units, ensuring alignment and strong collaboration to achieve all area objectives and to deploy commercial activities with excellence and in a targeted manner, adapted to different territory needs and consumers
- Ensure alignment of all commercial activities with HQ toolboxes and guidelines, brand frameworks and national strategies
- Lead the consolidation and analysis of all available data, and provide insightful reports, KPI trackers and recommendation to the entire area management team

Manager, Sales

January 2019 – December 2020

- Handled the overall operations of the assigned Sales Office with an average sales volume of 1,800 mio sticks
- Established sales objectives by creating a sales plan for districts in support of national objective
- Expected to effectively manage the company's financial risk exposure
- Led in the creation and implementation of Commercial Strategies for the (Region/SO/Territory) and achievement of agreed KPI's for National and Local Programs
- Ensured Managerial Effectiveness and addressed key developmental objectives of direct reports

Manager, Sales Planning and Information

April 2018 – December 2018

- Led the Sales Information Team and the Sales Planning Team under the National Commercial Planning Group
- Was responsible for the creation of all sales forecasts and target/s simulation
- Expected to communicate and collaborate with the Operations Team the Demand Package requirement based on the national sales plan
- Expected to communicate and collaborate with the BD&P Team for all forecast presentations to relevant stakeholders

- Led the dashboards creation and maintenance to convert sales information to business insights for relevant stakeholders
- Ensured full systems support for all sales offices

Manager, Systems Integration

February 2018 – April 2018

- Led in the creation of the long-term strategy and KPI monitoring for PMFTC's EZD or Distributor Business Model
- Covered over-all systems and KPI dashboards that will allow for robust analysis and evaluation of the distributor business moving forward
- Entailed the development of training modules to address knowledge gaps between the direct sales force and the distributor sales force
- Took the lead in developing a KPI/brand book which links both sales KPIs and brand KPIs to guide all stakeholders in gaining a holistic view of the over-all business drivers and dynamics

GNP Trading Corporation

National Sales Manager – Modern Trade Head

April 2017 – December 2017

- Led in the overall sales strategy for the Modern Trade team
- Expected to spearhead the training and development of the Modern Trade sales team
- Took lead in the direction setting to execution until monitoring of all sales KPIs

JR&R Distributors, Inc.

- *Authorized Distributor of Procter & Gamble Distributing Philippines*
- *A Member of the TAO Community of Companies*

Regional General Sales Manager

February 2015 – October 2016

- Handled the total distributor operations with an annual sales volume of 138MM USD (monthly average of 11MM USD or 550MM Php) and total manpower of 1,300 employees
- Directly led the Distributor Multifunctional Team composed of the Finance Manager, Supply Chain Manger, Human Resource Manager, Information Distribution System Manager, Trade Marketing Manager, Category Management Manager and General Sales Managers
- Established sales objectives by creating a sales plan and a quota for districts in support of national objectives
- Expected to accomplish regional sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counselling, and disciplining employees in assigned districts; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures
- Expected to meet regional sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions

General Sales Manager

April 2012 – February 2015

- Handled total distributor operations for a total/specific area
- Led the Distributor Multifunctional Team composed of the Finance Manager, Supply Chain Manger, Human Resource Manager, Information Distribution System Manager, Trade Marketing Manager, Category Management Manager and Sales Operations Managers
- Expected to break systemic barriers by coordinating and collaborating with other multi functional teams to ensure undisrupted operations
- Managing sales processes and identifying emerging market opportunities are also major components of a GSM's position
- Typical duties include facilitating data review and reporting and developing sales strategies

Tindahang Pinoy Commodities, Inc.

- *Authorized Distributor of Tridharma Corporation*
- *A Member of the TAO Community of Companies*

Operations Manager

May 2010 – April 2012

- Led a team of supervisors, sellers, and merchandisers in a specific territory to deliver sales and sales fundamentals objectives
- Capability building is at the core of this work; to train and enable one's team to deliver targets
- Should have an overarching perspective of company sales strategies and departmental structure

- Managing sales processes and identifying emerging market opportunities are also major components of a sales operations manager's position
- Typical duties include facilitating data review and reporting and developing sales strategies

Oro Grande Distributors, Inc.

- *Authorized Distributor of Procter & Gamble Distributing Philippines*
- *A Member of the TAO Community of Companies*

Major Accounts Manager

2006 – 2010

- Accountable for delivering sales and executing sales programs in assigned territories; this is achieved through selling and executing business plans that deliver superior brand presence at shelf and sales fundamentals for principals' brands consistently and with utmost integrity

CERTIFICATIONS

Digital Campus Core Certificate Program
 FFWD (Fast Forward) Ambassador
 Certified Marketer Programme

February 2021
 May 2021
 Jan 2022

TRAININGS/SEMINARS ATTENDED

TAO Leadership and Management Development Program
 Procter & Gamble APAC DLT Leadership & Strategy Development (Singapore)
 Procter & Gamble Asia Pacific Distributor Owners Leadership Forum (Singapore)
 Procter & Gamble Distributing Philippines MAM Schools

January 2014 to May 2016
 March 2016
 May 2015
 2006 to 2010