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OBJECTIVE

Drive optimal growth via sustainable business-building methods and people engagement

CORE COMPETENCIES

- Solid Sales Experience - General and Modern Trade, Ethical Nutritional / Pharmaceutical Sales, Distributor / Wholesale Sales
- Channel Analysis and Strategy Development
- Sales and Distribution Database Management

EMPLOYMENT HISTORY

Infinivan Inc.

Channel Sales Manager

June 13, 2022 to present

Roles:

- To achieve SME sales and bandwidth subscription target(s) via team of Account Managers in Makati CBD
- To provide analysis of sales performance and provide business development insights

Eagle Pharmaceutical Distribution Inc.

Stakeholder / Founder

October 1, 2020 to present

Roles:

- Oversees administrative and sales distribution operations
- Transacts with key internal and external stakeholders
- Direct engagement with Key Customers

Highlights:

- Formalized partnerships with Principals – Biocostech Philippines Corporation (IWhite Korea Products), Kohl Industries Corporation (Dr J Alcohol, Mighty Mom Dishwashing Products), Greenstone Inc. (Katinko Products), and Hexagon Pharmaceuticals (Generic Medicines and Medical Supplies)
- Opening and servicing of Key Accounts, namely, Pandayan Bookshop, ABI Chain, Gapan Drug, Nesabel Goodworth Supermarkets, SMAXs Supermarket Chain Bulacan, Parmasya ng Bayan Pampanga, Mega Value Convenience, Botika ng Bayan Chain Caloocan
- Customer mapping of Northeast NCR and Central Luzon

Vexxa Lifesciences Inc.

District Manager - Northeast GMA / Central Luzon / North Luzon / Bicol / Palawan

January 2, 2018 to September 18, 2020

Roles:

- Achievement of secondary sales (sell-out) objectives of District – North and East GMA, Central and North Luzon, South Luzon, Bicol Region and Palawan
- Lead a team of 6 specialists in developing Territories, Distributors, Key Customer Accounts

Highlights:

- *District Manager of the Year for 2019, posted 59% Gr for the District in 2019*
- *4 out of 6 Specialists Achieved Sales Target for 2019 (+Specialist of the Year)*
- *Grew Prescribing DMD Channel by 117% (P30.3M vs. 15.3M PY), Mercury channel by 38% (P9.8M vs. P6.5M PY)*

Sanofi-Aventis Philippines Inc.
Senior Key Account Manager
April 1, 2016 to September 2017

Roles:

- Achievement of sales, distribution and compliance objectives of Distributors and Wholesalers
- Key strategy development and commercial planning of sales, profitability, and distribution objectives of Route to Market channel in a stretch role

Highlights:

- *Posted 12% Gr for National Independent Drugstores (144.5M vs. 129M PY) or 103% achievement FY 2016*
- *Authored and implemented the 3D – Distribution Drive aimed at optimizing sales volume (10% Gr), gross to net profitability, availability and distribution of Sanofi Core brands and SKUs in the Drugstore sub-channel*
- *Expansion of Coverage Reach by 1,000+ DS Accounts (vs. 700+ PY), Improved Sales Team Productivity by +5% (vs. 83% PY)*
- *Conducted the 1st Route to Market Summit which documented and quantified key RTM issues and opportunities, analyze operational gaps, draft procedural standards, and tools*

Wyeth Philippines Inc.
Distributor Development Manager
June 2013 to June 2015

Roles:

- Achievement of assigned sales and growth targets of region in all distribution channels via firm alignment and development of distributor operations vis a vis company standards
- Reinforcement of account management, productivity, and key competencies of sales teams
- Management of promotion and merchandising activities in all distributors covered channels to ensure 100% achievement of merchandising, distribution, and availability vs. set standards

Highlights:

- *Ranked 1st in 2015 Q1 Sell out in General Trade with a 123% sales performance and 32% Gr (P92.2M vs P69.8M)*
- *Achieved 107% sales performance, 11% Gr, 55% Share of Shelf in Quezon, Mindoro, Marinduque, Romblon and Palawan Accounts in 2014*
- *Aligned Distributor - OGCI Sales and Merchandising processes resulting to improvement of returns management from 3% to >1% of gross sales through expansion of merchandiser door coverage from 32 to 150 stores; increase of merchandising headcount from 8 to 15*

Globe Telecom Inc.
Business Partner
October 2011 to March 2014

Roles:

- Proprietor / Sales Specialist
- Marketing and direct selling of GT Post-paid and Pre-paid Plans
- Saturation of covered areas-Quezon City, Manila, and Rizal

Wyeth Philippines Inc.
Key Account Manager
March 2011 to May 2013

Roles:

- Achievement of assigned sales and growth targets with key accounts (South Star Drug, Metro Gaisano, Citimart Shop On, Ever Supermarket, Isetann, Hi Top, Budget Lane, Ng Chain), through modern key account management and general trade synergy
- Management of merchandising activities to ensure 100% product availability, visibility, and distribution
- Co-planning, negotiation, and implementation of category-centered partnerships to develop the account's Competitive Trade Advantage

Highlights:

- *Ranked No. 1 in Modern Trade Sales in 2012 by achieving 127% sales performance, and 17% Gr vs PY*
- *Aligned and executed Wyeth-South Star Drug-General Trade Synergy objectives which resulted to 25% Gr vs. PY and 115% sales performance, operational efficiencies such as standardization of purchase order processing for all distributors which significantly improved Order to Delivery Lead Time, payments, and collection, merchandising and promotions*
- *Empowered Merchandising Team for South Star Drug, optimizing and fusing the roles of account supervisors as branch merchandisers and distributor coordinators, and reduction of headcount.*
- *Implemented the Wyeth-South Star Drug Continuing Trade Education activity in Summit Ridge focusing on Accounting and Basic Pharmacy Dispensing for Common Medical Ailments*

**Wyeth Philippines Inc.
Business Development Specialist-Ethical Nutritionals
February 2010 to February 2011**

Roles:

- *Initiation of ethical, and long-term business partnerships with target and potential Health Care Practitioners, Key Hospital, and Industrial Accounts through the OGSTM Framework and Continuing Medical Education programs to emphasize the company's value and commitment in developing medical/pediatric practice*
- *To provide Health Care Practitioners with evidence-based information regarding pediatric nutrition*
- *To ensure demand generation of premium nutritional products via ethical medical marketing activities*

Highlights:

- *Achievement of 104.17% September YTD Sales performance for 2010*
- *Initiated Business Partnership Plan with the St. Luke's Medical Center Institute of Pediatrics and Child Health within the OGSTM framework focusing on scientific programs*
- *Successful implementation of 1st St Luke's Pediatric Alumni Association Fun Run with Wyeth in 2010*
- *Member of the Alpha Protein Planning Committee in March 2010 tasked to create strategies to augment Alpha Protein Launch for Wyeth Gold Product Line*
- *Member of the Ethical Marketing Training in January 2011*

**Wyeth Philippines Inc.
Territory Manager-Nutritionals
July 2007 to February 2010**

Highlights:

- *Consistent Values Rating Performance (3.5-4.0) for 2008 and 2009 which resulted to excellent internal and external business partnerships and achievement of territory sales and marketing objectives*
- *Achievement of a 95% average in the PKEE for 2008 and 2009 which resulted to remarkable Wyeth products' recall with Health Care Practitioners in the territory*
- *Achievement of 118% YTD sales for 2007 and 103% YTD sales for 2008*

**United Laboratories Incorporated
Territory Manager / Product Specialist
November 2003 to September 2006**

Highlights:

- *Best Professional Service Representative in GMA 2005*
- *Rank 1st in Mercury Drug Stock Transfer Sales (Mercury Stock Transfer) in GMA 2005 (124% FY 2005)*
- *Consistent Superior Rating (98%-100%) in Performance Evaluation in 2005 up to 1st Semester 2006*
- *Top 5% ranking for Technical and Marketing Exams from 2005 to August 2006 (99%)*

**Bristol-Myers Squibb / Mead Johnson Nutritionals
Territory Manager
June 2001 to July 2003**

Highlights:

- *100% average performance in technical exams for 2002 to 2003*
- *120% YTD performance in total hospital sales in 2002*
- *140% YTD performance in total hospital sales in 2003*
- *Enteral Star Awardee 2002 (Top hospital sales for Enteral products performance YTD 203%)*

EDUCATION

Post Graduate Units (9) 1999 to 2001
Master of Management / Business Management
Graduate School, University of the Philippines, Manila

Bachelor of Arts 1995 to 1999
Social Sciences / Area Studies
University of the Philippines, Manila

INTERESTS

Upsilon Sigma Phi – Fellow
Hoopsilonians Basketball – Vice Chairman 2015

CHARACTER REFERENCES (Available upon request)