

A photograph of two women in a room. The woman in the foreground is a young woman with short blonde hair, wearing a dark blue sweater with a white collar and a white stripe on the sleeve. She is smiling and looking towards the right. The woman in the background is a Black woman with her hair styled in a bun, wearing a grey turtleneck sweater, also smiling. The wall behind them is covered with several framed photographs. The year '2022' is written in a pink font in the upper right corner of the image.

2022

REA "Coleen" Cordero

Professional Profile



Professional Summary

2022

A results-driven sales professional with more than 15 years of extensive experience in Business Development functions, Sales, Operations, and Management. With unwavering tenacity in achieving business goals and acquiring, engaging, and maintaining clients. Successfully handled Staffing & Recruitment, Technology Solutions, Outsourcing, and Digital Marketing.

With wide-range connections in the verticals of BFSI, Telecoms, Government, Manufacturing, Pharmaceuticals, and Healthcare. In a diverse market of US, Australia, Malaysia, Canada, Singapore, and UK

PROFESSIONAL EXPERIENCE

Magic Inc | Sales Manager

Dec 2020 – Nov 2022

- The 1st BDM of Magic
- Promoted as the 1st Sales Manager in 5 months
- Spearheaded the BDMs for hitting the MRR goal of \$250K
- Consistent Best Sales Team for 10 months in 2022
- Consistent the Best Sales Supervisor for 10 months in 2022
- Acquired more than 500 logos since 2020

CollectionHouse Int'l | Head of Sales

Jan 2019 – Jan 2020

- Acquired big companies such as Home Credit, Tala, Mapre Insurance, SSS, FWD
- Attended expos, seminars, and events to gain new prospects
- Developed sales cycle that can close deals in less than 3 months
- Executed documents; NDA, Proposals, and MSA
- Closed more than PHP1B worth of contracts in less than 1 year

PROFESSIONAL EXPERIENCE

Advantage Technologies Solutions | BDM
Feb 2018 – Dec 2018

- Generated new leads and discover new requirements from AU and PH prospects
- Spearheaded the lead generation and appointment setting, while qualifying new and old lead leads/customers
- Manage the pipeline and update the CRM on a daily basis
- Review and furnish RFPs, RFQs, and other documents necessary for partnership (BOM, MSA, NDA etc)
- Offered tailored-fit product/s or services based on the prospect's pain points or current requirements
- Selling, cross-selling, and upselling products and services
- Developed new partnerships with vendors, principals and distributors

Logos Acquired and Managed

- MYNT powered by Globe Telecoms – Data Center, Citrix and Nutanix
- National Australia Bank – MSP
- Nissan AU – Nutanix
- BHP – MSP
- Coles – Microsoft licenses
- Computershare – MSP
- Suncorp – MSP and other software licenses
- St. Lukes
- KPMG

PROFESSIONAL EXPERIENCE

Pan Asia Resources | Head of Sales

Nov 2016 – Jan 2018

- Handled the end-to-end sales cycle and recruitment
- Spearheaded the sales and recruitment team
- Secured and furnished MSA, NDA, and quotations
- Acquired new clients and handled account management
- Attended face-to-face meetings for discovery, follow-ups, calibration, negotiation, and closing the deals
- Headhunt, interview, and placement of new candidates
- Do weekly sales reports to the VP (SEA) of Sales
- Handled the LinkedIn postings of Pan Asia PH
- Offered the services of Pan Asia from staffing, placement, RPO, etc.

Logos Acquired and Managed

- Essilor
- ATOS
- CWT
- PLDT Global
- Amaysim
- Sunpower
- SM Retail
- Unilab
- UL
- Dairy Farm
- Aboitiz
- RCBC
- BFS
- QI
- SGS
- Zuellig
- MIGO
- Avaloq
- AWS
- Cardno
- Mapre Insurance
- Deltek
- Alaska
- Carrier PH
- ePLDT
- ING
- FWD
- Okada
- Telus
- Meralco
- Virginia Food
- Lexmark
- UnionBank
- SMC
- CTBC
- Kimberly Clark
- KPMG
- Johnson & Johnsons
- UCPB
- Coca-Cola
- FWD
- Coca-Cola
- NGCP
- GenPac

PROFESSIONAL EXPERIENCE

Encora | BDM

April 2015 – Oct 2016

- Handled the end-to-end sales cycle and recruitment
- Spearheaded the sales and recruitment team
- Secured and furnished MSA, NDA, and quotations
- Acquired new clients and handled account management
- Attended face-to-face meetings for discovery, follow-ups, calibration, negotiation, and closing the deals
- Headhunt, interview, and placement of new candidates
- Do weekly sales reports to the VP (SEA) of Sales
- Handled the LinkedIn postings of Pan Asia PH
- Built a long-lasting business relationships with customers

Logos Acquired and Managed

- Smart
- Macquarie
- ePLDT
- PLDT Global
- Globe
- Sunpower
- CWT
- Maybank
- Nestle
- Okada
- Security Bank
- PNB
- Golden Arches

PROFESSIONAL EXPERIENCE

TRT Global | BDM

Dec 2013 – March 2015

- Generated new leads and discover new requirements from AU and PH prospects
- Spearheaded the lead generation and appointment setting, while qualifying new and old lead leads/customers
- Manage the pipeline and update the CRM on a daily basis
- Review and furnish RFPs, RFQs, and other documents necessary for partnership (BOM, MSA, NDA etc)
- Offered tailored-fit product/s or services based on the prospect's pain points or current requirements
- Selling, cross-selling, and upselling products and services
- Developed new partnerships with vendors, principals and distributors

Logos Acquired and Managed

- National Australia Bank
- Alstrom
- Dow Chemical
- Levi Strauss
- Lingkaran Trans
- LION Corp
- Golden Arches
- Kimberly Clark
- Hino Motors
- Goucera Holdings
- L'oreal
- WaterCo
- KPMG
- Toys LiFung
- Novartis
- Nylex
- UOB
- Nexus
- British-American Tobacco
- KFC Holdings
- JVC Manufacturing
- Sony
- Monash University
- Coca-Cola
- PNB
- CTBC
- Security Bank
- Maybank
- EWB
- UCPB
- BSP
- MasterCard

PROFESSIONAL EXPERIENCE

Vocus Inc. | Sr. BDM

Oct 2012 – Nov 2013

- Generated new leads in US market
- Attended demo presentations and qualified leads from the LG Team
- Updated the CRM on a daily basis
- Furnished and reviewed quotations and Proposals
- Handled extensive negotiations and closing deals
- Created and flourished pipelines
- Do follow-ups through emails and/or calls
- Offered tailored-fit modules based on prospect's pain points and requirements

ProV Int'l | BDM

June 2011 – Aug 2012

- Generated new leads and requirements in US, Denmark, and Sweden market
- Sent out LinkedIn messages, emails, and cold calls to promote ProV's services
- Identify new requirements through thorough research on the target companies from their websites and other job portals available online
- Furnished daily report and present it to the CEO
- Update the CRM and pipeline on a daily basis
- Handled the lead generation, marketing, virtual presentations, negotiation and account management
- Offered a tailored-fit services from Contract to Contract-to-Hire, RPO, Onshore & Offshore services

PROFESSIONAL EXPERIENCE

Symphony 8 Inc | Sales Team Lead
Feb 2018 – Dec 2018

- Spearheaded and pioneered the Solo Mobile Telecom account
- Created effective sales scripts and rebuttals for the sales team
- Generate new leads for the team
- Creating, furnishing, and reporting weekly sales reports to the Country Manager and Sales Director
- Assists agents in negotiations and closing deals
- Monitoring sales of each team members on a daily basis
- Coached, mentored and honed the selling skills of the sales team.

HSBC | Process Executive
Sept 2006 – Dec 2009

- Processed outbound collections for US credit card clients.

Global Sky Inc. | Asst. Operations Manager
January 2004 – Aug 2006

- Acquired and maintained new and old clients
- Overseeing operations during the night shift
- Furnished P&L and sales reports on a bi-weekly and monthly basis to be reported to the CEO
- Secured and take over prospect inbound calls and emails
- Did extensive negotiations and closed new deals/projects

Sales Cycle on Each Industry

2022



Staffing & Recruitment

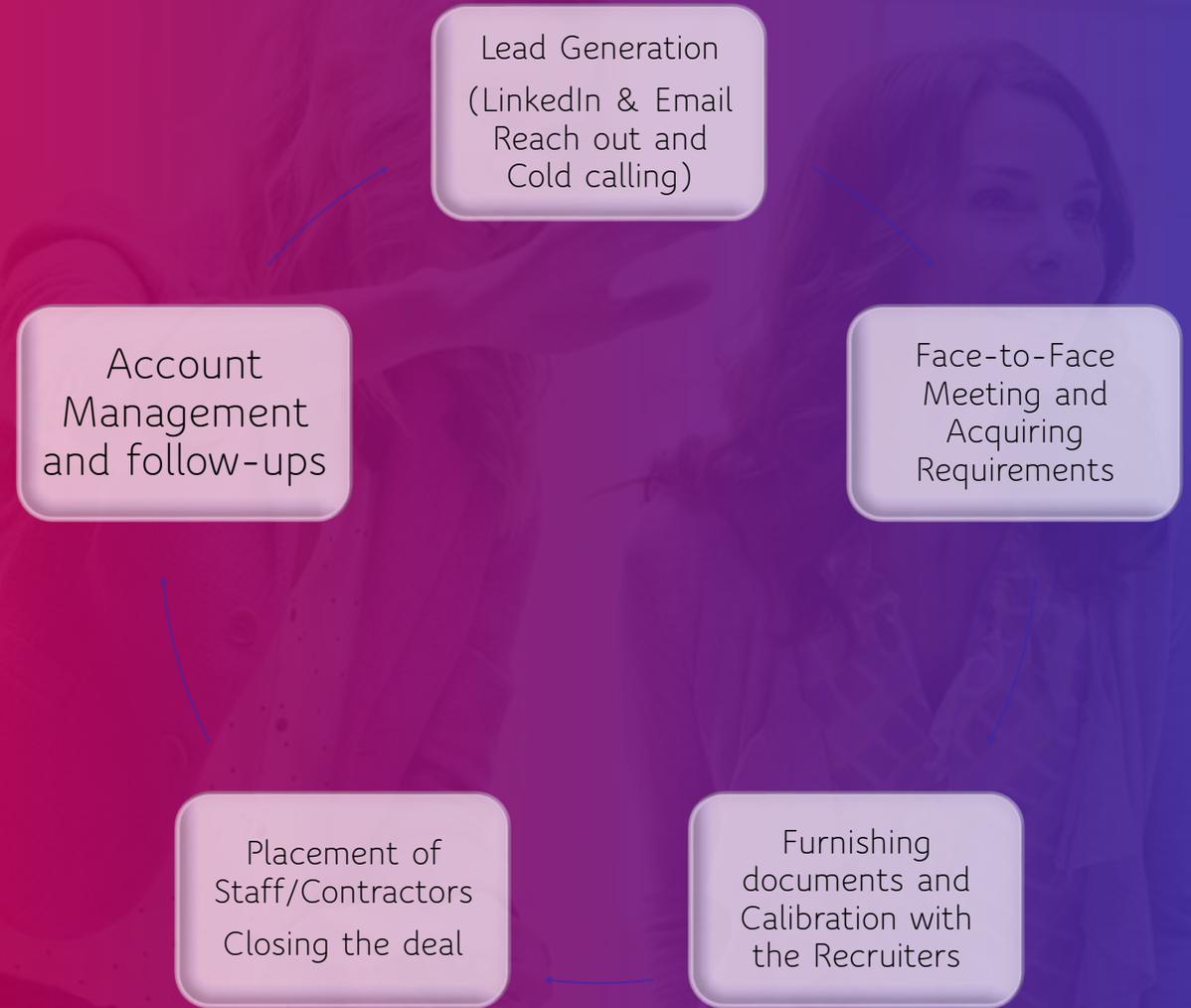
Pan Asia, Encora & ProV

Services Offered:

- Staffing
- Placement
- Executive Search
- RPO
- HRO

TimeLine:

1. Lead generation - 1 week
2. Face-to-Face Meeting - 48 hours to 1 week
3. Processing documents - 1 - 2 weeks
4. Placement of candidates - 3 weeks to 1 month
5. Account Management & Follow-ups - every week or 2 months



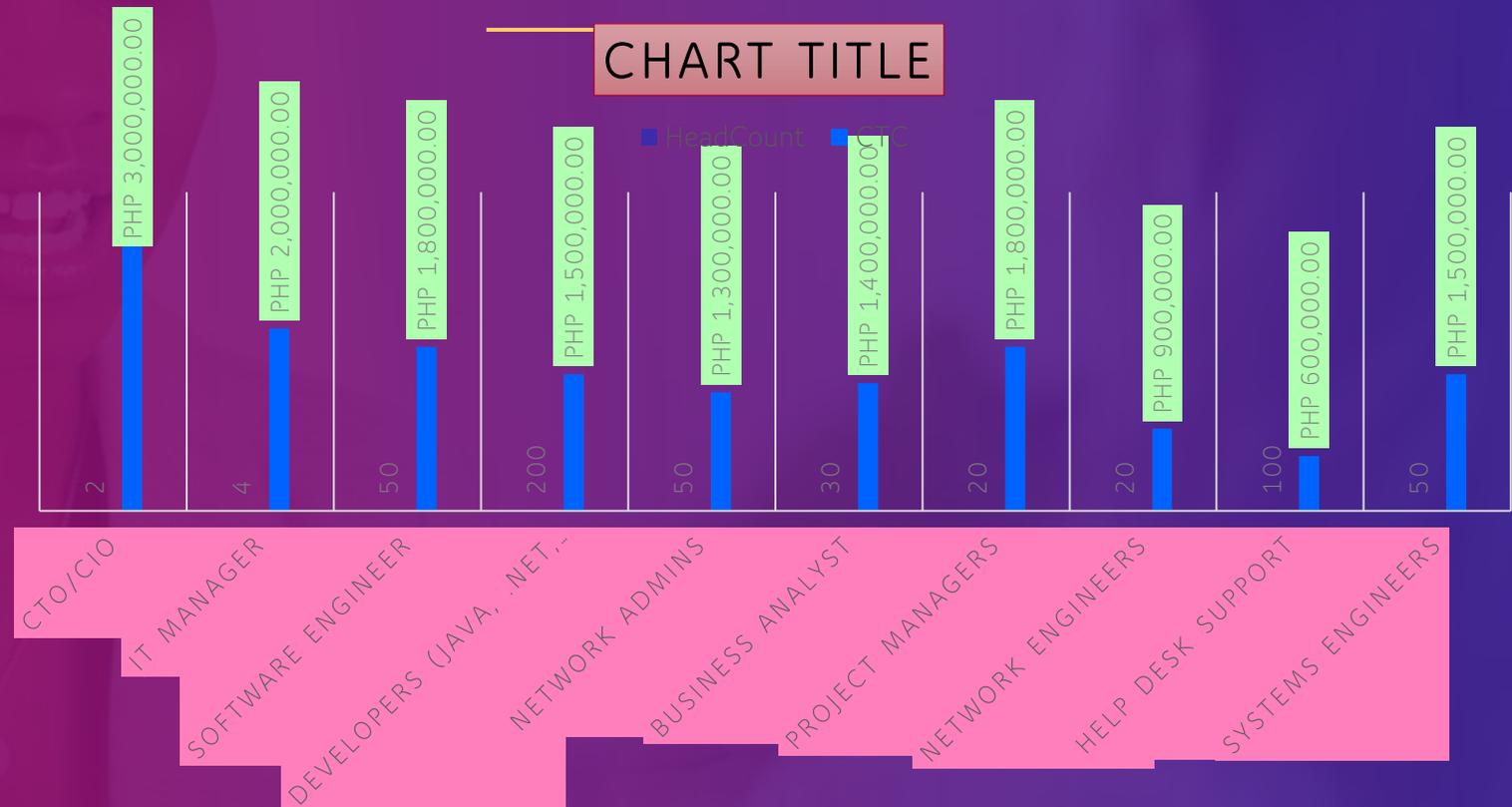
ROI CHART

2022

Technology Roles:

- ❖ CTO/CIO
- ❖ IT Manager
- ❖ Software Engineer
- ❖ Developers (Java, .Net, PHP)
- ❖ Network Admins
- ❖ Business Analyst
- ❖ Project Managers
- ❖ Network Engineers
- ❖ Help Desk Support
- ❖ Systems Engineers

Gross Sales in PHP



PERSONAL BACKGROUND AND ACHIEVEMENTS

Coleen Cordero Profile



2022

PROFESSIONAL ACHIEVEMENTS

2022



Magic Inc | Sales Manager

Best Sales Manager from February - November 2022

- Acquired more than 500 SMB clients
- Generated \$3M in 2022 alone



Magic Inc. | Sales Manager

Best Sales Team with highest gross sales from February - Nov 2022



Pan Asia Resources | Head of Sales

Generated more than PHP80M (annual) worth of contracts



Encora

Generated more than PHP 40M (annual) revenue contract



ATS | BDM

Generated annual sales worth PHP40M and AUD1M



ProV International - BDM

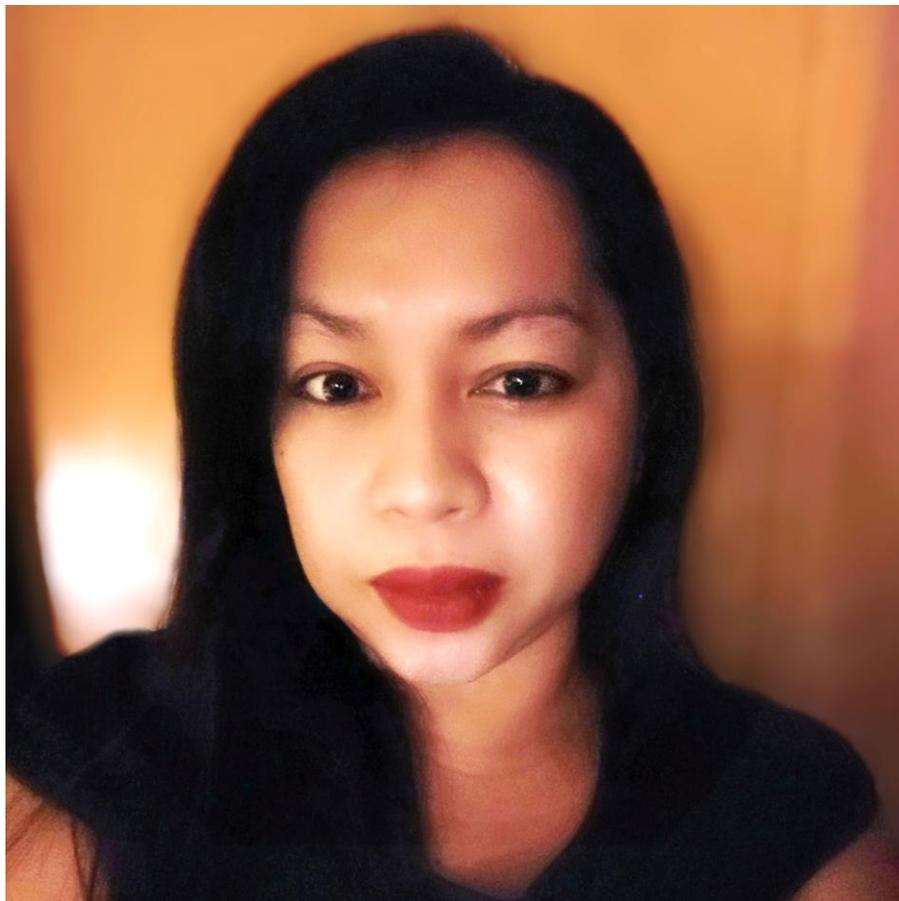
Generated annual revenue/contract worth \$40M



Academic & Certificates

2022

- 2022 BS Office Administration – PCU-Dasmarinas | August 2023
- 2021 Diploma in Business Administration – NuYew Tech Academy
- 2017 AB Political Science – AMA university
- 2018 Nutanix Platform Sales Representative – Nutanix
- 2011 AB Mass Communications – EAC Manila
- 2016 ISO Certified 22301:2012 Business Continuity Management Systems
- 2016 Big Data for Better Performance Certificate – Macquarie School of Management
- 2015 Negotiation & Conflict Solution Certificate – Macquarie Graduate School Management



PERSONAL INFO

2022

- ❑ <https://www.linkedin.com/in/coleencordero/>
- ❑ Email: coleen.salesconsultant@gmail.com
- ❑ Mobile/WhatsApp/Telegram: +63-977-820-7281
- ❑ Status: Single (Single Parent)
- ❑ Daughter's and age: Michaela Cathalyn / 3 yrs old
- ❑ Home Address: Talon Village, Las Pinas

A photograph of a woman with dark, curly hair and glasses, smiling and looking to the right. The background is a blurred office setting with a window and some papers on a wall.

2022

THANK YOU.

Coleen Cordero