

# MARIO SANCHEZ CARRION

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## EDUCATION

### **MASTER OF BUSINESS ADMINISTRATION (MBA)**

University of Miami, 1992. Major: Marketing and International Business

### **BACHELOR OF SCIENCE (BSc):**

Universidad Católica del Perú, 1988. Major: Industrial Engineering

## EXPERIENCE

### **STANLEY LATIN AMERICA**, division of **The Stanley Works**

(November 1996-present) • **Miami, Florida**

#### *Business Development Manager (Mechanics Tools)*

Responsible for product marketing strategy and sales activation and coordination for the mechanics tools product category (wrenches, sockets, accessories, pliers and plumbing tools).

- Develop strategies by brand, by country, and by channel of distribution (wholesale, industrial, home centers), leading to yearly growth of a \$30 million business.
- Activate sales in a proactive manner, by creating effective sales initiatives. Monitor sales trends, propose corrective actions, design action plans and follow up on implementation by the sales force.
- Conduct line reviews with distributors to maximize breadth of line and encourage substitution of competitive products with Stanley products. A high rate of success was obtained with major product categories (hex keys, snips and industrial screwdrivers).
- Determine price points and brand positioning.
- Develop new products targeted to the Latin American market: launched 15 major new lines in 1998 and 1999, which now account for 15% of sales.
- Increased gross margin of key lines by as much as 30% by developing an outsourcing strategy, and by negotiating personally with suppliers in the Far East, Latin America and U.S.
- Eliminated non-strategic sku's, reducing the assortment by 15% without affecting sales.
- Organize country-specific promotions to drive sales volume.
- Design channel-specific product mixes for major U.S. customers establishing themselves in Latin America (e.g. Home Depot and W.W. Grainger).
- Present new products in the largest industry trade shows in the world (Chicago Hardware Show (U.S.), Cologne Tool Fair (Germany), and Expo Nacional Ferretera (Guadalajara, Mexico)).
- Re-designed the new mechanics tools catalog to appeal to a more sophisticated, industrial user.
- Conduct training sessions for sales managers and customers to maximize product knowledge.
- Participated actively in developing and implementing an e-commerce strategy for Brazil: identified high potential products and performed P&L analysis, evaluated and selected partners to support logistics, web site content, and traffic generation, participated in the design of the company's web site for Latin America, and provided content for the different sections of the web site.

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## EXPERIENCE

### **PARBEL Inc., division of L'Oreal**

(February 1993-November 1996) • **Miami, Florida**

Area Manager for Lancôme (Caribbean and Mexico)

Responsible for sales and implementing marketing strategy for the world's #1 cosmetics and perfume brand in the assigned territory, effectively managing a growing US\$8 million business

- Evaluated and determined sales targets for 50+ wholesale and retail accounts
- Determined discount structure of each customer to optimize sales and profitability
- Negotiated space in retail outlets, resulting in increased sales, brand exposure and image
- Organized the successful launches of new products including Poème perfume and Primordiale skincare products
- Implemented promotions and PR events
- Negotiated co-op advertising agreements with clients
- Supervised activities of 50+ beauty advisors, make up artists, international trainers and resident sales managers
- Implemented new free-access merchandising programs
- Participated in worldwide industry conventions in Europe, United States and Latin America

### **GREYHOUND LEISURE SERVICES**

(May 1989- August 1992) • **Miami, Florida**

Assistant to the Vice President of Operations-Miami Airport Duty Free Shops

- Created, maintained and analyzed spreadsheets to follow up results by profit center (store)
- Audited operations of stores in cruiseships and airports

### **PRAXIS SUPPLIES S.A.**

(January 1987-January 1989) • **Lima, Peru**

Owner

Set up and managed an importation and distribution business of computer and office supplies

## LANGUAGES:

Spanish (native), English (fluent), Italian (fluent).  
Conversational Portuguese and French

## COMPUTERS:

Lotus and Microsoft office suites (Word, Excel, Powerpoint), Microsoft Front Page, Microsoft Image Composer, basic HTML. Knowledge of internet related topics: content delivery, e-commerce, affiliate programs.

Have developed web pages incorporating features like plug-in mail, search, chat, and active server pages.