

Allan Villanueva

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Sales and Business Development Professional

To leverage my extensive sales expertise and strategic business development skills in a dynamic role that enables me to drive revenue growth, cultivate strategic partnerships, and capitalize on emerging market opportunities. With a proven track record of exceeding targets and building strong client relationships, I am committed to contributing to the success of an innovative company by implementing result-oriented strategies and delivering exceptional value to customers.

Senior Sales Manager

November 2022- June 2023

Caterpillar- Monark Equipment Corp

- Monark Equipment Corporation is recognized as a reputable supplier of commercial and industrial machinery in the Philippines. Serving as the exclusive distributor for CATERPILLAR heavy equipment and power systems, Monark is dedicated to providing top-notch personnel, tools, and machinery to guarantee the successful culmination of projects.
- The current goal involves developing and executing generator sets and solar renewable projects utilizing CATERPILLAR technology across the Philippines. This includes tasks such as conducting feasibility evaluations, acquiring required permits, and supervising the transportation and implementation of the projects.
- Primary responsibilities encompass supervising day-to-day operations within the generator rental business, formulating and implementing strategies to boost rental sales, and effectively executing the expansion and contraction strategies outlined in the plan. The objective is to attain monthly targets for financial utilization, time utilization of generator units, and cash flow, all in alignment with the annual business plan.
- Moreover, the role entails closely examining sales and operational activities to ensure they adhere to the objectives of enhancing customer satisfaction.

Head, Business Development

February 2022 - November 2022

Finacore Finance Corp

- A leasing company offers physical assets to Commercial and Industrial clients for a defined duration, receiving regular payments in return. Emphasizing alternative energy solutions, particularly rooftop solar panel assets and components, the role involves orchestrating programming,

financing, construction, and maintenance for solar rooftop projects. This encompasses tasks like evaluating site-specific conditions, procuring funding, overseeing construction, and ensuring continual maintenance to ensure optimal functioning.

- The responsibilities include identifying and accrediting qualified Engineering, Procurement, and Construction (EPC) partners. This entails identifying potential partners, conducting technical and credit evaluations, preparing and submitting leasing proposals, and ultimately finalizing leasing arrangements with clients. Different financial and alternative energy leasing solutions are to be developed and presented to clients, with the goal of closing leasing deals.
- Conducting comprehensive technical and credit reviews of prospects is crucial, involving accredited International Technical & Credit review agencies. The role also involves drafting, amending, and executing Non-Disclosure Agreements (NDA), Memoranda of Agreement (MOA), and contracts. Monitoring ongoing Alternative Energy Construction projects and ensuring timely payments to EPC partners based on project milestones is a significant task. Additionally, tracking and collecting existing accounts payable is essential.
- A pivotal aspect is to introduce and promote a new solar container product from Europe within the Philippines market. This includes closing deals, executing agreements, and securing payments within agreed-upon timelines or under specific conditions. Presenting condition precedents, updating pipeline management, and forecasting revenues to stakeholders is also part of the role.

Head, Sales and Marketing

June 2019 – February 2022

EC Structural Composites, Inc.

- A company specializing in structural retrofitting employs externally bonded Fiber Reinforced Polymer (FRP) systems for the purpose of strengthening, repairing, and restoring masonry, concrete, steel, and wood structures. The role involves overseeing and supervising the daily activities of the Sales and Marketing Department. This includes developing a budget, establishing incentive schemes, and defining Key Result Areas (KRAs) and Key Performance Indicators (KPIs).
- Tasks also encompass creating and implementing adjustments to sales team compensation, including salaries and commissions. This involves defining sales territories, setting sales targets, and appropriately allocating them to the sales team. The role includes authorization of ocular inspections, review and approval of project specifications and cost proposals, as well as conducting project presentations to stakeholders such as project owners, consultants, designers, and project engineers.
- The objective is to successfully finalize, execute, and deliver projects within agreed-upon timelines and budgets. Additionally, achieving the annual sales target and monthly collections is a significant responsibility. This involves recruitment, training, and retention of Account Managers and Marketing Assistants.

- Furthermore, the role encompasses generating and ensuring the realization of the department's annual budget. Ensuring the 100% on-time collection of all Accounts Receivable (AR) is of utmost importance.
- Increasing clientele within the Renewable Energy and Hydro Power sector, as well as expanding client channels within various entities like Government agencies, Banks, Hotels, Casinos, Private Buildings, High-end condominiums, Residential areas, Malls, and Commercial Buildings, is another key focus. This involves visiting prospective and existing clients, attending project bidding in both Government and Private Sectors, drafting and reviewing business contracts, and leading regular business reviews with management, the President, and the Management Committee (MANCOM) to address performance gaps, resolve issues, and identify new business opportunities.

Sales Head

March 2012 – June 2019

Hi-Rich Trading and Construction

- Engaged in the construction of mid-rise buildings, industrial warehouses, energy power sites, and offices, including tasks encompassing Civil, Structural, Architectural, Mechanical, Electrical, and Plumbing works, as well as Fit outs. The business also involves Repair and Retrofitting services, Cement sales, and scaffolding leasing.
- The objective is to secure construction and trading agreements with high-tier Triple A or Double A General Contractors, Developers, Architects, and End-users. This entails visiting potential customers, existing clients such as contractors, general contractors, builders, designers, structural consultants, and building owners, with the aim of expanding business outreach.
- The role involves conducting site inspections, preparing project specifications and proposals, and presenting them to project stakeholders, including owners, consultants, designers, and project engineers. Providing exceptional technical and professional assistance to customers is vital, ensuring excellent service delivery.
- Daily reports on customer requirements and on-site situations are to be accurately and promptly submitted to the President. Swift problem-solving, with the support of the technical team, is also part of the responsibility.
- Tasks include generating leads, networking, prospecting, conducting client meetings, obtaining accreditations, and negotiating new accounts. Collecting customer satisfaction ratings and gathering market intelligence on design industry trends and competitor analysis are also important aspects of the role.

Sales Manager

April 2001 - March 2012

Abundant Coast International Ltd

- Position: Sales Manager
- Duration: January 2006 - March 2012
- At Abundant Coast International Ltd., a renowned global lubricant supplier operating in over 200 countries, I served as Sales Manager. The company

prides itself on delivering top-notch lubricants and leveraging cutting-edge technology to create optimal product formulations for vehicles. My responsibilities included achieving the targeted growth projection outlined in the annual business plan, meeting accounts receivables standards, and implementing trade support initiatives within approved parameters. I successfully executed trade support programs and formulated detailed annual business plans for major customers, along with implementing promotional strategies to bolster brand growth. Tracking, monitoring, and periodically analyzing the execution of mutually agreed-upon business plans with major clients were crucial aspects of my role. I consistently provided recommendations for improvements, aimed at enhancing partnerships with customers and optimizing delivery cost reduction. Additionally, I ensured timely and clear communication of operational needs to relevant departments for efficient customer service and focused on resolving issues with solution-oriented approaches.

- Position: Sales Supervisor
- Duration: April 2004 - January 2006
- During my tenure as a Sales Supervisor at Abundant Coast International Ltd., I was responsible for analyzing sales data to assess profitability, product mix, supply and demand trends, and pricing effectiveness. My role involved staying abreast of market trends and competitor activities to keep upper management informed of the latest market developments. I collaborated closely with the sales team to support, propose, and implement tactical programs while evaluating marketing activities. I also contributed to the development and monitoring of Trade, Marketing, and Business Development programs to gauge effectiveness and suggest improvements. Establishing positive relationships with suppliers, partners, vendors, distributors, and customers was a priority, and I liaised with various departments and business units as necessary. Moreover, I participated in conceptualizing and implementing trade promotional and below-the-line activation projects.
- Position: Sales Executive
- Duration: April 2001 - April 2004
- As a Sales Executive at Abundant Coast International Ltd., I excelled in fostering business partnerships, below-the-line marketing, and sales of company products within a specific territory. I played a pivotal role in nurturing strong relationships with key distributors and major customers, driving business growth and customer satisfaction.

Education

AB Political Science
University of the East

1997-2001