

HORACIO MORALES

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INTERNATIONAL SALES MANAGER

STRATEGY | LEADERSHIP | PERFORMANCE

I am a skilled bilingual sales manager with 13+ years of global hands-on experience with a passion for successfully designing and delivering businesses, managing the scope of each project and ensuring that projects are completed within the specified time-line. During my extensive professional career, I have had the opportunity to develop unique and strong skills in sales, real-estate development, relationship development, risk management and daily operations management of start-up, non-profit and small businesses. I am looking to introduce these skills into an organization that rewards hard work, dedication, results and enthusiasm.

AREAS OF EXPERTISE

- Sales/Marketing
- Project Management
- Strategic Planning/Analysis
- International
- Policy Development
- Cost/Benefit Analysis
- Process Improvement
- Territory Growth Management
- Staff Management

KEY SKILLS ASSESSMENT

SALES MANAGER – Proven ability to increase sales and develop business from concept to completion, exceeding the expectation of clients and investors. Going beyond the scope of work to ensure all facets of a project are performed with excellence.

TEAM LEADERSHIP – Proven ability to identify the strengths of others and leverage untapped potential to maximize personnel and business opportunities. Committed to building champion teams through the exchange of knowledge, experience, and goal sharing to optimize human resource development initiatives.

PROBLEM SOLVER – Excellent understanding of organizational effectiveness and change management, as well as facilitation and other conflict/resolution methods.

PROFESSIONAL EXPERIENCE

CORE BRANDS LLC, LATIN AMERICA SALES MANAGER, SAN DIEGO, CA, March 2016- Present

- Setup, develop and manage distributor/dealer network for each vertical market; CI, MI, PRO, COMM.
- Continuously grow and nurture relationships with international partners; traveling through Latin America.
- Analyze, initiate and maximize sales consistently meeting or exceeding sales expectations.
- Coordinate and conduct training programs, event/tradeshows with various manufactures.
- Provide technical services and support to Latin American partners in Spanish/English.
- Negotiate contracts and pricing with distributors and dealers.
- Develop go to market strategy for manufactures for Latin America.
- Deliver sales and technical training in person and via Webex.

Notable Achievements

- Directly responsible for annual sales of \$3.2M
- Successfully Pioneered Manufacture for Latin America

INTERNATIONAL SALES, SALES MANAGER, SAN DIEGO, CA, September 2013- March 2016

- Continuously grow and nurture relationships with international partners; traveling through Latin America and Europe to support and enable growth in Latin America and EMEA.
- Coordinate and conduct training programs, event/tradeshows with various manufactures.
- Provide technical services and support to Latin American partners in Spanish/English.
- Develop successful demo program resulting in increased sales for EMEA.
- Represent the following Manufactures in Latin America: *Core Brands, Williams Sound, SAE, Simple Control, Morpheus, Kennerton, Nexus 21, Hall Research, Apex, S1 Digital, Barco Residential, Screen Excellence, Visionary Solutions and Community Loud Speakers.*

Notable Achievements

- Directly responsible for annual sales of \$4.5M.
- International Award; Williams Sound.

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PROFESSIONAL EXPERIENCE – CONTINUED

CUSTER RESOURCES INC., CHIEF OPERATIONS OFFICER, EVERGREEN, CO, September 2007- August 2013

- Responsible for product development and strategic sourcing.
- Organize and lead interdepartmental meetings to set milestones, define project tasks, establish program policies, prepare financial reports and allocate resources.
- Create and design business plan, project parameters and strategy documents for potential business opportunities, outlining key resource requirements and timelines.
- Analyze business conditions and industry trends, identifying opportunities to expand growth of revenues by implementing processes to promote future products and services.
- Perform risk analysis on existing and potential real-estate investments and provide formal reports including but not limited to: financial proformas, annual budgets, due diligence, market analysis.
- Create annual budget projections and projected cash flow for investment companies.
- Design AP and AR procedures that improve cash management and improve vendor relationships.
- Create business procedures designed to reduce cost and improve project efficiencies for a high-end Australian furniture company.
- Design, manage and operate the IT department, video conferencing, and video recording studio.

Notable Achievements

- Directly responsible for developing \$1.6 million self-storage business on time and on budget.
- Successfully managed a \$6 million dollar real-estate portfolio.
- Successfully started two water restoration businesses (Australia, Mexico).
- Led a team of 16 to design and build a performance center and café (18,000 sqft).

HEALING WATERS INTERNATIONAL, PROGRAM COORDINATOR II, GOLDEN, CO, September 2006 – August 2007

- Support and enable field operations in the oversight, management and achievement of Annual Plan objectives in the functional areas of Partnership and Water System Performance.
- Conduct full life-cycle billing and accounting procedures, including ledger entries, A/P, A/R. Oversee budgetary constraints, limitations and additions.
- Prepare annual budgets and perform monthly profit and loss reporting. Conduct financial analysis to forecast future business growth.
- Provide substantial business process, oversight and management support to all field offices and headquarters.
- Create expansion model and performed scouting trips to Latin America.

Notable Achievements

- Successful implementation of new operations model.
- Created volume building methods to increase 5 gallon jug water sales by 23%
- Strategically created site selection requirements and approvals to be objective.

HEALING WATERS INTERNATIONAL, NATIONAL DIRECTOR, CHIAPAS, MEXICO AND GUATEMALA, February 2004 – September 2006

- Create best-practice field operations in the areas of water project inaugurations and sponsor visits.
- Provide management oversight for all phases of projects, including coordinating workers, materials and equipment, and ensuring specifications were being followed and work was on schedule and on budget.
- Develop and sustain effective partnerships and relationships with government leaders, vendors, contractors, and prominent local leaders.
- Develop, implement and monitor an Annual Country Plan in the areas of program outreach and financial resources including local support, and organizational development.
- Responsible for all dimensions of Human Resource Management, including the recruiting, interviewing, hiring, training and firing of employees.
- Insure the integrity and security of the accounting system and funds in the country. Supervise accounting system procedures; including income, expenses, balance sheet and cash flow.

Notable Achievements

- Started up the organization in Guatemala on time and under budget (3 months).
- Hired successful staff in Mexico and Guatemala. Staff continues to work for organization.
- Established long-term relationships with local government and non-profit organizations.

EDUCATION & TRAINING

LEAN SIX SIGMA GREEN BELT, Purdue University, West Lafayette, IN, 2013

MASTER OF BUSINESS ADMINISTRATION, Regis University, Denver, CO, 2010

BACHELOR OF SCIENCE, Sociology, California State University, San Marcos, CA, 2003

COMPUTER SKILLS

- Microsoft Word, Excel, Power Point, Project, Mac OS, QuickBooks Online, Adobe Premier, Auto CAD, Life-size Video-Conferencing, and other business-related software and hardware.

VOLUNTEER WORK

- CEDIA Latin America, Regis University small business counseling, Compassion International, Agros International, Hands of the Carpenter, Project Pave, Denver Rescue Mission, San Diego Rescue Mission, Young Life, Adaptive Adventures, Habitat for Humanity.

PROFESSIONAL INTERNATIONAL EXPERIENCE

- Latin America, EMEA, and Australia.

EXPAT INTERNATIONAL EXPERIENCE

- Guatemala
- Mexico
- Australia
- Dominican Republic

LANGUAGES

- Fluent Spanish
- Level 2 Portuguese