

# ALEXANDER JUAREZ

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## SUMMARY

A strategic senior executive leader with expertise in small to global operations and leadership management, and business development to elevate growth and profitability. Magnetic and problem-solving skills in building a strategic plan to accomplish goals. A dedicated professional who is a self-starter, high energy, strong work ethic, and integrity. Passionate about developing others into leaders as well as creating high-performance teams.

## EXPERIENCE

DIRECT SALES GURUS

Miami, Florida

**Co-Founder**

**2021- Present**

Direct Sales Gurus is a boutique startup firm dedicated to supporting entrepreneurs and established companies in the United States and Latin America.

- Improved clients' business models, processes, and strategies to increase revenue, profitability, and quality based on their niche as well as industry.
- Reviewed current revenue generation items/segments and created a pros/cons analysis of the client vs their immediate competitors.
- Increased client revenue generation by 50% on average.

PM INTERNATIONAL

Miami, Florida

**Area Director**

**2021- 2021**

PM-International is a global manufacturer of dietary supplements and cosmetics.

- Lead the South and West Regions of U.S. territories sales by providing clients solutions around management and analytics.
- Rebuilt and managed regions by hiring, training, and coaching current and new sales teams.
- Responsible for the recruiting, training, and development of the South and West regions.
- Built key strategic relationships by working alongside clients to drive new business.
- Obtained 17 new clients in the U.S. and 12 new clients internationally.
- Increased the South and West regions' sales by over 30% in the fourth quarter of 2022.

B&R PRODUCTS, INC. (Alcora Corporation )

Miami, Florida

**Marketing and Sales Director**

**2014 – 2021**

B&R Products was acquired by Alcora Corporation in 2013. Specializes in health and beauty industries.

- Managed all marketing and business-to-business strategies for the Cosmetic Manufacturing Label services.
- First contact with any new customer and responsible to follow and close each negotiation also responsible for post-service.
- Managed and oversaw client branding and product development globally.
- Responsible for sales forecasts and budgets, and stepped one step ahead of the competition when analyzing trends.
- Identified new marketing opportunities by attending to conferences, networking, and business referrals.
- Opened over 40 new accounts by creating a strong presence in local and international trade shows.
- Designed and managed a marketing digital strategy that increased the company's brand awareness by 40%.
- Developed a more effective internal flow process for the creation of customers' new products.

YVES ROCHER GROUP (STANHOME)

**Chief Executive Officer / Country Manager**

French skincare, cosmetics, and perfume company.

Maracay, Venezuela

**2011 – 2014**

- Responsible for all commercial and manufacturing of the organization. Per year were over 24 million units of Cosmetics and Industrial Products and more than 700 employees on-site.
- Managed a team of nine directors from different departments and 36 managers reporting indirectly.
- As Brand Product and Brand Development Ambassador directed the implementation of commercial innovative commercial strategies to achieve over 140,000 salespeople and \$170,000,000 in revenue on 2013
- For three consecutive years, we ranked in the top 10 countries and number one sales revenue.
- Tripled the company's revenue within four years.
- Increased profitability by 67% and sales increased by 45%.
- Expanded manufacturing level by an additional 12,000 units per year.

#### ADDITIONAL EXPERIENCE

NEW LIFE CORPORATION - VENEZUELA	CHIEF EXECUTIVE OFFICER	2010 – 2011
COSMEVAR (VARGAS GROUP) – VENEZUELA	GENERAL MANAGER	2007 – 2009
ILLUSIONS CORPORATION - VENEZUELA	REGIONAL SALES DIRECTOR	2004 – 2007
SWISSJUST INTERNATIONAL – CARACAS, VENEZUELA	OPERATIONS AND SALES DIRECTOR	1996 – 2003
TUPPERWARE – CARACAS, VENEZUELA	DIRECTOR OF OPERATIONS	1992 – 1996

#### EDUCATION

PRESTON UNIVERSITY, Caracas, Venezuela  
**M.B.A., 2011**

PRESTON UNIVERSITY, Caracas, Venezuela  
**B.S., Business Administration, 2010**

#### SKILLS / COMPETENCIES

Inspire and Motivate	Integrity and Honesty	Business Acumen	Relationship Builder
Cultural Awareness	Change Management	Results Driven	Stress Management

#### LANGUAGES

*Bilingual in English and Spanish.*