

ESTEBAN MORENO GIRALDO

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Sales and marketing leader with 17 years of experience in organizations and teams driving profitability through successful product launches, brand growth, and higher revenues. Results-oriented individual with a passion for excellence, setting high standards, inspiring others to achieve their best, and consistently working with integrity to achieve success.

Having an innovative attitude, I am always seeking ways to simplify processes and improve the consumer experience, while maintaining a strong commitment to excellence in execution. Being a resilient and courageous individual, I embrace new challenges with a positive mindset and use past experiences as opportunities to learn and improve in my professional endeavors. As a writer for the La Patria newspaper, I enjoy exploring marketing concepts, philosophical themes, and other topics that energize and inspire me.

Professional skills:

► Spontaneous and vigorous leader ► Direct and clear communicator ► Logical thinker ► Agile decision maker based on data analysis ► Relentless commitment to winning ► Creative solution seeker ► Bilingual

Professional Experience

Chevron Petroleum Company, Cali, Colombia

Nov 2020 - Feb 2023

► Fuels and Lubes Sales Business Consultant

Responsible for the fuels and lubes business unit in the pacific region of Colombia with a portfolio of 93 customers in different industrial sectors focused on volume growth, margins, and the acquisition of new accounts in the area.

- Increased gross sales by 16% during 2022 by prospecting new opportunities with pipeline methodology and, onboarding 12 new accounts as a result.
- Surpassed gross margin goals by over 20% in 2022 by implementing revenue analytics and new negotiation tactics.
- Achieved strategic alliance with the leading motorcycle OEM in Colombia by tailoring a product and marketing offer to the needs of that customer.

Chevron Petroleum Company, Bogota, Colombia

Mar 2019 - Nov 2020

► Business Sales Consultant / Regional Pricing Analyst

Developed and executed key commercial and marketing strategies and partnered with marketers to deliver value proposition offers to reach higher volumes and higher returns. Developed pricing strategies in the Andean north region in close collaboration with the sales team to realize higher margins.

- Negotiated a five-year commercial agreement for over \$43M USD with the longest-serving distributor in the region and utilized strong business acumen to build relationships with the Americas managers.
- Supported the sales/pricing strategy against counterfeit products, which led to 30% growth in volumes during this period.
- Implemented new sales/pricing support as a service to review the new business prospects offers increasing gross margins by applying pricing strategies.

ExxonMobil / Terpel, Bogota, Colombia

Feb 2015 - Mar 2019

► **B2C Field Marketing Advisor**

Led the brand strategy team in Colombia creating communication campaigns, digital strategies, and Below the Line (“BTL”) activities and executed marketing plans with 9 distributors and 4 marketing agencies.

- Led the brand to achieve and sustain 65% of brand awareness in Colombia and implemented brand and communications campaigns to be the first choice for the consumer.
- Recognized and awarded for “Market Plan Execution” for establishing ExxonMobil as a brand leader in Colombia with the alliance of the major Motorcycle OEM in Colombia achieving an increase in sales and market share of 40% in 2018.
- Planned and executed 10 national promotions in retail stores and 6 automotive tradeshows with sustained sales growth, positive consumer impact, and fulfillment of ROI.

ExxonMobil, Bogota, Colombia

Feb 2008 – Feb 2015

► **B2C & B2B Territory Manager**

Responsible for direct and distributor accounts in the west region of Colombia and to drive volume and margins growth. Implemented new sales processes to drive efficiencies and speed to market.

- Accomplished the highest percentage of gross margin growth in the lubricants business in Colombia from 2009-2010 increasing prices/margins using channel 4Ps strategies.
- Grew high value products by prospecting and closing new opportunities with B2B customers with our synthetic products leading to 4 new accounts in our portfolio.
- Led the service station sales team of 10 members to achieve the highest unitary margins in Colombia during this period.

Education & other courses

- 🎓 **Executive MBA**, Westfield Business School, EIG Business School, US, **2021-2023**
- 🎓 **International Business Postgraduate Certificate** (1 Year), Externado University Col, Columbia University US, **2011**.
- 🎓 **Bachelor’s in business economics**, Autonoma de Manizales University, Col **2007**.
- 🎓 **Leadership Training**. INALDE Business School / Sabana University, Col **2013**.

Other Certificates

Challenger Sales Training ► Marketing Plans Essentials ► SPIN Sales Training ► Public Affairs Training ► Pipeline Management ► High Impact Communication Certificate

Awards and Recognition

- 🏆 **Human Energy Award**, Higher sales, and profit performance in Colombia / silver level performance for the year **2021 / Chevron**.
- 🏆 **Controls Excellence award** for outstanding performance in contracts and budget administration. 2015, Camilo Duran, President ExxonMobil Colombia.
- 🏆 **Safety and Security Leadership** for outstanding performance in ExxonMobil standards during 2014, **Camilo Duran, President ExxonMobil Colombia**.
- 🏆 **Sales Performance:** Mobil Unrivaled Excellence award, Grow high Value products, Mobil Delvac 1 Golden D Award, Credit Management and Marketing Execution. Years: 2015, 2012 2013 and 2011 **Nigel Searle, Vice President, Lubricants GBU**.