

ENRIQUE SANTACRUZ

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Objective

Increase my personal skills seeking a Regional Sales and Marketing Position to cover Mexico and Latin America countries to help any company that like's to grow his market products and services

Profile

- 21 years experience in sales and marketing development in the private and public sectors throughout all Mexico
- Experience in the corporate culture as well as representative mentality
- Proven ability to develop client bases with high technology products
- Skilled in developing relationships with key decision makers for negotiation and closing sales
- Excellent computer skills including Excel, Word, Power Point, Internet, Oracle and others
- Bilingual: Spanish/English

Selected Accomplishments

Engineering

Worked for an Engineering and Construction firm and was responsible in developing specifications for valves and control instrumentation for several Pemex Oil and Gas projects

Sales & Marketing

Developed and implemented business plan for control instrumentation and valves in all market sectors, private or public throughout Mexico.

Develop and Increase the sales for several product lines in Mexico territory to my charges like Regional Manager or Sales Executive Manager.

Project Management and Training Distributors network on a frequent basis for major support to the end users and clients

Work History

- 2004 – 2008 **Regional Sales Manager** in México and Latin America territory for Environment One Corporation Sewer Systems Division Developed network sales distributor's for specific home developments, starting and increasing sales in a virgin territory for this new technology
- 2003 **Area Sales Manager** in México territory for PCC Flow Technologies Developed network sales distributor's for several valves companies of PCC group, starting and increasing sales for all of them. In 2004 PCC Flow Technologies was sold to Cameron and Sulzer Companies, with Environment One being the sole survivor at Precision Castparts Corporation, the corporate office for PCC Flow Technologies. Subsequently I was transferred to Environment One as the Regional Sales Manager for Mexico and Latin America.
- 2000 to 2002 **Regional Sales Manager** in North territory in Raytek de Mexico Developed sales during this period to \$ 220K USD for Infrared Thermometers
- 1996-2000 **Sales Engineer for Instrumentation and Valves** for Danfoss Increasing to \$ 150K USD the sales in the first year for Magnetic Flow Meters and Water Valves

- 1987-1996 **Regional Manager** in last 5 years for COIMSA (Rep Company)
Opening and maintained the presence of branch office in Northern Mexico to increase the sales of this company in this region for valves and instrumentation product lines which included Daniel, Drexelbrook, Moore Industries, Ametek, Ircon, Controlotron, SOR and others. Called on the private sector as well as Pemex Oil and Gas and CFE Specifying and selecting the necessary valves and instrumentation for specific Pemex Oil & Gas projects
- 1985-1987 **Instrumentation Engineer** for Bufete Industrial Diseños y Proyectos
Working for Instrument department specifying all kind of control instrumentation in defined Pemex Oil & Gas projects, Cement, Paper, Steel, Food and Beverage and others

Education / Professional Development

B.S. Degree Conferred in 1988 in Electronic and Communication Engineering with Control Specialty
Instituto Politécnico Nacional-ESIME - Mexico City

Training seminars

Moore Industries Inc., Galveston TX

Product training in all converters and transducers that they manufacture

Drexelbrook Engineering Co., Horsham, PA

Basic training seminar for RF-admittance and capacitance level transmitters

Electro Chemical Devices, Yorba Linda, CA

Product training seminar in PH⁺, conductivity, resistivity, Orp and P⁻ ion analyzers

Ircon Inc., Niles, ILL

Product training in infrared theory applications for temperature measurement

Drexelbrook Engineering Co., Horsham, PA

Advanced training seminar for RF-admittance, capacitance and sonic level and flow transmitters including the new SMART devices

Daniel Industries Inc., Houston, TX

General training for all flow metering and valves product lines

KF Industries Inc., Oklahoma, OK

General training course for ball valves, trunnion valves, butterfly valves, check valves and needle valves

Danfoss A/S, Nordborg, Denmark

Workshop with Danfoss team to create the material campaign and strategy to flow measurements systems

Raytek Co., Santa Cruz, CA

Product training course and IR theory with advantage for these devices to temperature measure

Environment One Co., Niskayuna, NY

Product and Service training course in e-one grinder pumps technology to developments apply

References Available upon request