



# LIC. RAÚL CASTRO AMOR

## BACHELOR IN INTERNATIONAL BUSINESS

### CONTACT

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Monterrey, N.L.

### EDUCATION

INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY

Bachelor in International Business  
2013

EF INTERNATIONAL SCHOOL OF ENGLISH  
Boston, MA.  
2007

### SOFTWARE

SalesForce - Advanced  
MS Dynamics CRM - Advanced  
TRESS System - Advanced  
MS Office - Advanced

### LANGUAGES

English - Advanced (610 TOEFL)  
Italian - Basic

### WORK EXPERIENCE

#### BARTER GROUP

##### COMMERCIAL DIRECTOR (2020 - CURRENT)

- Management and development of two new business units: Stou Pallets & Pursol STS
- Pipeline development of over \$2MDP (New Accounts)
- Monthly wins with corporate companies: Ej. Pantaléon, Canel's & Smurfit Kappa
- Total savings of +38% to customers

#### HONEYWELL

##### SENIOR TERRITORY MANAGER (2018 - 2020)

- FY2018 Goal achieved at 97%
- Creation, management and control of the commercial strategy via Channel & End User
- Northern coverage of México with main focus in Nuevo León, Tamaulipas y Coahuila
- Price negotiation, logistics and annual promotions - Global and national accounts

#### SIEMENS

##### SALES EXECUTIVE & ACCOUNT MANAGER (2016 - 2018)

- In charge of the market penetration for the North of México
- Responsible of the Inside Sales and Demand Generation area
- First place in "Closed Business" during Q1 FY18 + 55,000 USD
- Up/Cross Selling existing portfolio of over + \$100,000 USD in 2017

#### GRUPO TRESS INTERNACIONAL

##### COMMERCIAL EXECUTIVE (2014 - 2016)

- First place in sales within the Monterrey branch in 2015 + \$1,402,000 USD
- Winner of over 9 projects in 2015, including international companies
- Customer service satisfaction +90%

### CERTIFICATIONS

#### UNIVERSITY OF MICHIGAN (2021)

- Successful Negotiation: Essential Strategies and Skills - Online

#### HONEYWELL Fort Mill, SC. (2018)

- Sales skills & follow up training

#### SIEMENS Las Vegas, NV. (2017)

- Your role as Coach: How Sales Leaders build high performers
- Enhanced Account and Opportunity Planning

#### SIEMENS Detroit, MI. (2017)

- Challenger Development Program: Building Sales Skills