

# ALBERTO PEREZ

MC Allen , Texas

Cell: 956.884.8812

alberto.perez52@yahoo.com

---

## SENIOR PRODUCE SALES

Sales Management

New Business Development

International Relationship

---

### KEY AREAS OF CONTRIBUTION

Produce Sales Management, New Customer & Grower Business Development & Implementing high and effective Strategies to Develop the Company in the Market.

---

- Sales executive with energy, and positive attitude in the workplace every day
- Experienced worker in inside sales, outside sales and customer services
- Experienced worker in purchases and logistic related to produce sales
- Increase market share with wholesalers, distributors and retails
- Brings together and implements Company vision with long time goals and excellent relationship with customers
- Worked closely with domestic & International growers in All Mexico, Chile, Colombia, Texas, California, New Jersey.

### SKILLS & PROEFICIENCIES

---

- |                            |                       |
|----------------------------|-----------------------|
| • Direct Sales,            | Sales Forecasting     |
| • Produce Sales            | Merchandising         |
| • Strategic Planning       | Customer Service      |
| • Negotiation              | Relationship Building |
| • New Business Development | Online Marketing      |
| • Agribusiness             | Marketing Strategy    |

### PROFESIONAL EXPERIENCE

---

#### PRODUCE BROKER

September 2017 at the Date

I am developing both roles sales and purchasing, in this time I made arrangements or agreements with growers of avocados, limes, watermelons and mangoes, all of them in Mexico , with great Potential for the future. I make logistics, hire the carriers for freight, QC functions too.

#### VILLITA AVOCADOS

January 2017 at September 2017

I have to find new clients and recover others lost in the past by the Company, my mainly area of influence is California, Oregon, Washington State, Utah, Nevada, Arizona

## AMERIFRESH INC

March 2013 at January 2017

I started the office in McAllen TX for Amerifresh. Corporate established in Scottsdale in AZ. We started with 0 package and currently we are selling more than 400,000 packages yearly between

two salesmen in McAllen office.

I develop different positions in one, Purchases, sales, logistics, hired the carriers for freight, QC functions and make the forecast and budget sales for the year

**I consolidate sales an a program for the greater processor in Canada Salad Express for more than 5 loads a week of lettuce for all season 2015-2016.**

**I consolidate a program in Mangoes for one of the best importers of mangoes in USA Amazon Produce 2 loads a week for sell to Walmart and HEB.**

## GREEN LANDS FOOD

March 2010 at January 2013, Green Lands Food LLC, Produce and Grocery Sales, Director. / DelValleProduce (local Distributor, Produce McAllen TX), General Manager

I have in charge the sales at Local Retail Companies and Restaurants, in 6 months increased more than 30% the sales. (2012)

I was handle in Green Lands Food, Company Sales, Purchasing, Accountability, collections

-I sold more than 50 loads of avocados buying from Mexican growers and distributing in States with many customers like Houston Avocados, Alvarado's Mexican Produce, Avila Produce, Borg Produce, El Nino produce, El Rey Mexican Produce, ISPE produce, J C Produce, J Luna Produce, R & R Produce, Nicho Produce, Buster Lind, Procacci Brothers, Southern Specialties, TOM LANGE CO. and much more.

### **Introduce avocados from Mexican grower to HEB 1 load a week**

August 2007 at January 2010, work by Commissions, Splendor Produce LLC & Pacific AG Commodities & IPA-TRADING Group.

## MERCHANDISER IN BIOPRODUCTS AND AGRIPRODUCTS

Avocados , berries and Peppers, produce Market

-Maintain and make grow, healthy customers (and retails distributors Wholesalers) providing good service.

• -Make to budget, costs and profit projections sales

- Identify new business opportunities

- Keep communicated with growers, packaging plants, custom brokers, cold storages and freight lines, in order to follow very close the shipments from Mexico .

-I got more than 3 loads of avocados a week average, according the potential of production.

-Clients like, Avocados Houston, R & R Produce, Taxco Produce, Aramex, R Moon Produce, Cano produces, Procacci Brothers, Dave ' s Specialty, Southern Specialties, Sunny Ridge and others.

-5 Mio. Year / sales in produce

-2 Mio. Year / sales By - products

March 06 at August 2007 inclusive grain and services (Dakota Gold Marketing - Partner) / by commissions

Imports of Raw materials from USA , Corn, Milo, DDGS, etc. for Feed mill Plants  
I look for suppliers from USA , for reducing costs and make business into the country ( Mexico )  
through grains and services to partner of Dakota Gold Ethanol Plants.  
We have sales for more than 40,000 Metric Tons per month, of DDGS and others, in Mexico .  
This mean around 80 Mio. / Year

January 2006 at August 2007 animal Nutrition, Sales Manager, IQF-Enamex.

1 Sales and Marketing, Vitamin & Minerals Premixes, to Feed Mill Plants.  
And promote sales of Premixes vitamins, minerals and micronutrients to Feed Mill Plants in Mexico  
.  
Sales / 2 MIO. Year.

May 04 December at 05 The Rice Company, merchandiser.

Merchandiser-Director of Grains, Seeds and by-products, from USA to Mexico , by rail.  
Contact grain companies ADM, Bunge, Like CHS, Barlett and others, buy the commodity and exits to Mexican Client.  
I started this market and develop a good net of customers in Mexico .  
Mio 5. Annual sales.

## **EDUCATION**

---

1995 1996 Strategic Marketing, Universidad Intercontinental (postgrad)  
1978-1983 (Universidad Nacional Autónoma de México) Veterinarian UNAM, México DF. (Bachelor Degree)

English 100 %, Spanish 100 %, Microsoft Office Package (word, excel, power point)