



Víctor Omar Portugués, MBA

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Personal Details:

▪ San Juan, PR ▪ US Citizen

Results-driven leader with repeated success driving positive change and transformation for global corporations

Extensive experience leading and mentoring sales teams to effectively execute on company sales strategies and achieve goals in diverse markets. Expertise in establishing sales and marketing strategies from the ground up to capture market share, enter new markets, and increase brand awareness with consumers. Development, Cascading and Embedding of Sales Capability Training to the Commercial Team (Front Line Sales, Front Line Manager, Trade Marketing, Marketing, Key Account Managers, Merchandisers, Customer Services, & Van Sales among some).

Fluent in Spanish and English, with an intermediate understanding of Italian and very basics of French.

Areas of Expertise

- Organizational Development
- Sales & Marketing
- Product & Brand Management
- Wine, Spirits & Beer
- Training & Coaching
- Teambuilding & Leadership
- Strategy Development & Execution
- Private Aviation & Concierge Services
- Systems Implementation
- Project Management
- Customer Relations

Accomplishments

- Created and implemented Heineken Americas Region Sales Academy to build sales, trade marketing, and marketing capabilities for operations in 13 countries. Successfully expanded the Academy a year later to encompass the whole distributor regional network, impacting over 35 countries and more than 40 distributors.
- Led over 500 trainings in every country in the Americas region since 2009, directly impacting over 15,000 front line sales employees, 500+ front line managers, and 500+ trade and marketing personnel.
- Increased levels of engagement leading to Heineken Americas being recognized as the #1 company worldwide for capability compliance in marketing and trade marketing, with a ranking of 89% active users and learners.

Career Experience

Heineken Americas, Puerto Rico

2011 – Dec 2020

Regional Sales Capabilities Manager/Consultant

Led and executed Heineken’s vision in over 21 markets throughout Canada, USA, Central America, South America, and the Caribbean. Analyzed sales trends and examined overall sales goals and company objectives to develop strategies that reach and maintain key performance indicators. Implemented new training modalities for sales teams, such as on-the-job training, demonstrations, and presentations. Coached sales teams to enhance product knowledge, time management skills, sales and negotiation methods, and cost-in-use analysis. Supported teams through regular training sessions to ensure the company exceeded sales objectives.

- Developed a Sales Academy for the Americas Region to build commercial team capabilities. Successfully expanded the Sales Academy to all distributor networks in the region, directly impacting over 8,000 front line sales employees, more than 500 front line managers, 100+ key account managers, and 400+ trade and marketing personnel per year.
- Increased levels of engagement leading to Heineken Americas being recognized as the #1 company worldwide for capability compliance in marketing and trade marketing, with a ranking of 89% active users and listeners.
- Launched a virtual workshop in Spanish, English, and French for key account holders, resulting in 100% enrollment and participation.

Lead capability trainer for a new venture in Colombia and a new distributor in Paraguay. Analyzed and rewrote the roles, responsibilities, and routines for each position hired for the new venture. Directed sales, distribution management, and distribution execution review projects. Conducted retail execution reviews in Bahamas and performed SKU rationalization to optimize sales per square foot in over 55 retail and duty-free store locations. Evaluated and improved Sales Force competencies by creating a customer feedback approach (Customer Centricity Approach) to better understand the needs and gaps in Sales Force capabilities.

- Established a new training culture in Paraguay locations by creating annual capability plans, aligning company leadership, and adjusting key performance indicators for all positions within the commercial team, resulting in sales surpassing over 150,000 hectoliters.
- Analyzed the roles, responsibilities, and routines for each position hired in the new venture, which today consists of a commercial team of over 700 people and has surpassed over 500,000 hectoliters in sales.
- Identified and implemented TTT sales training that improved the efficacy of over 2,500 employees and more than 150 distributors across Brazil, managing a total volume of over 10M hectoliters.
- Led commercial excellence projects in over 55 retail stores in the Bahamas, reducing operating costs and improving sales per square foot.

Independent Contracts

2004 – Present

Marketing and Sales Strategist

Managed strategic marketing initiatives to provide clients with a competitive advantage in the marketplace. Developed and executed sales strategies to advance the skills of key personnel. Performed market research to successfully penetrate new markets and increase performance.

- **Executive Aviation Charter Services:**
 - 2004 – 2012 Created The Premier Aviation and Concierge Services for high net worth individual and families in the Caribbean.
 - Recognized as Puerto Rico's key service for VIP's and celebrities between 2004-2012.
- **VOP Consulting & Brokerage Firm:** Promoted the placement of imported products into local markets and exported local products to international markets. Organized and launched an outdoor advertising initiative.
 - Led a complete company reorganization for Zen Spa & Health Studio to streamline processes and create efficiencies through the implementation of new technologies.
 - Established a sales concierge program with local hotels.
 - Created a sales structure for over 100 personnel for the #1 Spa in Puerto Rico, which include three Day Spas, two Resort Spas, and one retail merchandising unit in the largest shopping mall in Puerto Rico.
 - Prepared a complete sales strategy for a Guyanese company to enter the Central America market, improving sales in their export business from 1,000 metric tons every three months to 25,000 metric tons.

B. Fernandez & Hermanos, Bayamon, PR

2000 – 2004

Sales and Marketing Director

Spearheaded projects for core brands and distributors to advance the company's position in the marketplace. Devised and executed new marketing strategies and campaigns to increase sales and brand loyalty. Acted as the main point of contact between distributors and suppliers.

- Managed a \$2M advertising and marketing budget for the company's core brands.
- Increased sales in the high-end whisky category by 10% and established the Cruzan Rum brand to a success level of 7,000+ 9 Lt cases.
- Reorganized Route to Market (RTM) strategy, established executional KPI's, and improved annual planning with key accounts by taking business relationships from a transactional relationship to a joint business relationship.

ALLIED DOMEQ SPIRITS & WINES

SAN JUAN, PR

1996 - 2000

Area Manager

- Lead and manage all the Caribbean operations including Bermuda, Bahamas, Grand Cayman, Turks Island, Jamaica, Surinam, and Guyana for thirty (30) distributors as well as the area third party revenues and profits of approximately over \$9 Million in Revenues.
- Develop and implement local trade and consumer market plans with brand strategic direction. Coordinate and implement Caribbean-wide marketing and commercial plans for Allied Domecq brands

Education

Master of Business Administration in Marketing and Human Resources, 3.18 GPA/4.0
Rensselaer Polytechnic Institute, Troy, New York

Master of Business Administration Exchange Program
Universita Luigi Bocconi, Milan, Italy

Bachelor of Science in Business Administration, Major in Human Resources
Rensselaer Polytechnic Institute, Troy, New York

Accomplishments:

- United States College Baseball NCAA Div. III Player and Captain 1986 – 1992
- United States College Baseball NCAA Div. III Assistant Coach 1992-1994
- Fluent in Spanish and English with partial knowledge of Italian and French
- Extensive knowledge of the Americas Region - 100% of all countries visited from Canada to Argentina
- 6 Time Half Iron Man Finisher
- 2019 Kilimanjaro - Reaching Worlds Highest Free Standing Mountain @ 5895 meters

What People are Saying about working with Victor Omar Portugues:

*Outstanding, Capable,
Motivated, Team*
Mark Hunter USA, CEO The Sales Hunter

*Consistent, Responsive, Proactive,
Personal*
Stephanie de Wolf, Amsterdam

Mexico Apasionado, Entregado,
Alto nivel de servicio
M. Bernal

Puerto Rico Excellent Resource,
Highly capable, great
professional
F. Rodriguez

*“Experto en enseñar de
manera práctica”* **Daniel Moran,**

Ecuador
*Logra transmitir de
manera directa en
lenguaje de la audiencia
(vendedor, supervisor,
mercaderista).* **Azuri Lopez**

*Concise, Informative, Fun,
Interactive*
Barrington Archer,
BAHAMAS