

# BERNARDO STEPHANO

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International sales and marketing professional with experience in B to B. Experience in strategy and implementation roles that allow me to exceed company's goals. Expertise with sales management, price strategies and leading sales teams to achieve objectives.

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## Education:

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| <b>Northwestern University - Kellogg School of Management</b>   | <b>Evanston, Ill</b>     | <i>Current</i>   |
| Sales and Marketing, Executive Scholar Program. Completed 3 of 4 required courses.  |                          |                  |
| <b>Tulane University, Freeman School of Business</b>  | <b>New Orleans, LA</b>   | <i>Sept 2008</i> |
| Master of Business Administration (MBA) Houston, TX Campus  |                          |                  |
| <b>Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)</b>  | <b>Monterrey, México</b> | <i>Dec 2000</i>  |
| Bachelor in Marketing, Minor in Finance   |                          |                  |
| <ul style="list-style-type: none"><li>• <u>University of Alberta, Edmonton, Canada, 1998</u> - Study abroad 12 marketing courses.</li></ul> |                          |                  |

## Experience:

**Vallourec**– *Worldwide manufacturer of steel seamless pipe mainly for the Oil and Gas Industry* *Jun 10 – Present*

### **Sr. Sales Manager, Pipe Project Division** (Nov 2012 – Present)

**Houston, Tx.**

Responsible for sales and business development for : standard line-pipe, project line pipe, fittings and process projects. Division of \$130 Million annual revenue.

- Develop business through different 3 channels: Distribution (NOV Wilson, Dixie Pipe, MRC), EPCs (Fluor, CB&I, Technip etc) and directly with end users (Exxon, LLOG, Anadarko etc.)
- Develop product strategy to maximize revenue from our mills in Brazil, France, Germany, Korea and USA
- Managed 3 direct reports, and a team of 5 employees.

### **North America Marketing Manager** (Jun 10 – Nov 2012)

**Houston, Tx.**

In charge of strategic planning, marketing research and trade marketing activities for North America.

- Develop the 5 year strategic plan for the NA region (USA, Canada and Mexico), supporting the approval of > \$80 Millions CAPEX for new facilities
- Implemented Key Account Planning process with the 8 biggest accounts (\$650 Million in revenue)
- Created a segmentation analysis for new prospects; based on behavioral and demographic variables.
- Launched the first NA customer satisfaction survey
- Managed 4 direct reports.

**CEMEX** - *Largest building-material company in the world; cement and ready-mix concrete*

*Jan 00 – Jun 10*

### **Regional Sales Manager** (Aug 07 – Jun10)

**Los Cabos, MX**

Define, coordinate and manage sales strategies for volume, price, channels of distribution, coverage, and supply chain for the state of Baja California Sur, Mexico. Responsible of an operation of +\$60 M US of annual revenue.

- Increased market share by 9% in 2010. Through an integrated strategy of –price, marketing, additional sales force by segments, government affairs, technical sales, supply chain, an add value services to distribution.
- Increased coverage by 12% year 2009 vs. 2008, locations where our product could be purchased.
- Managed 6 direct reports, and a team of 9 employees.

### **Post Merger Integration Leader (PMI)** (May – Aug 09 )

**San Juan, PR**

- Integrated commercial process in America that created additional revenues of \$2.4 million US.

**Mexico Trade Marketing Manager** (Jan 06- Aug 07)

**Monterrey, MX**

Responsible to support all sales strategies with marketing tactics either to distributors or end users.  
Link between the strategy (marketing) and the operation (sales).

- Member of an interdisciplinary team that developed the launching of the first impermeable cement in the world. This realized a 15% product mix, along with the sale of traditional cement, and a 7% increase in revenue.
- Increased awareness of sales promotions in Mexico, from 8% of the target market to 26%. Level of consumer participation increased from 40% to 60%.
- Managed 4 direct reports, and a team of 19 employees.

**Construmex -Market Manager** (Jan 04-Dec 05)

**Houston, TX**

Managed project that assisted Mexicans living in US with building or purchasing a home in Mexico.

- Opened seven retail locations in Houston, Dallas and Atlanta and developed sales and marketing strategies to promote awareness of the program to Hispanic families in these metropolitan areas.
- Instrumental in increasing sales revenue by 55% in a six-month period through implementation of a national credit program for interested purchasers.
- Managed 3 direct reports, and a team of 8 employees.

**Construrama -Consumer Promotion Manager** (Nov 02 – Dec 03)

**Monterrey, MX**

Largest building material retailer in Lat. Am.

- Managed over 80 regional promotional sales campaigns, through a co-op program, achieving a 3% increase in corporate sales and a 12% increase in brand awareness
- Created the company's first nationwide sales promotion in 1,800 retail stores.
- Managed 1 direct report.

**Mexico Northeast Marketing Coordinator** (Jan 01 –Oct 02)

**Monterrey, MX**

Coordinated marketing and promotional activities for the northeast region of Mexico.

- Achieved a 15% increase in consumer preference in the states of Aguascalientes and Zacatecas through implementing creative and exciting sales creative promotions.

**CCM BREWERY - Beer producer of brands like Tecate, XX Lager, Sol** **Monterrey, MX**

*Aug 99 – Dec 99*

**Intern, Marketing Research Department-** Audited the marketing research system for the second-largest beer producer in Mexico and monitored prices for all CCM brands.

**TEXDAM S.L –Producer of specialty knit fabrics-**

**Barcelona, Spain**

*Summer 99*

**Intern, Sales Department** - Developed customer service systems to increase customer relations.

**SUCCESS BY SIX – Government association overseeing child development** **Edmonton, Canada**

*Aug 98 – Dec 98*

**Intern, Marketing Department.** Executed and presented a marketing research study for the organization.

**Language:** Bilingual: Spanish /English

**Additional activities:** Member of Botas Cebu Advisory Board (Work boots manufacturer, leader in the US Hispanic Market)  
Adjunct Marketing Instructor, Houston Community College

**Interest :**

- Golf
- Biking (Certified Spinning teacher)

