

# VERONICA MONTANO

## REGIONAL SALES MANAGER

### CONTACT



+57 3165249736



veronicavma@gmail.com



Barranquilla - Colombia



LINKEDIN.COM/veronicamontano

### EDUCATION

LAW || Lawyer

Universidad del Norte || Colombia || 1995 - 2000

### SKILLS

#### ➤ PROFESSIONAL

- New Business Development Territory Expansion
- Executive Presentations
- Competitive Market Positioning
- Account Management
- Client Needs Assessment
- Consultative Solution Sales
- Sales and Pricing Strategy
- Contract Negotiation
- Business Management
- New Business Development Territory Expansion
- Executive Presentations

### PROFESSIONAL PROFILE

An accomplished bilingual (Spanish-English) sales manager with extensive consultative solution selling experience, selling on-line databases and analytical tools in the academic research and government markets in South America. Clients include public and private universities, government agencies, research, and centers. Excellent sales track record exceeding annual goals. Extensive travel experience.

### PROFESSIONAL EXPERIENCE

#### REGIONAL SALES MANAGER

EBSCO Information Services || South Cone || 2015 – Present

- Achieve regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining regional sales system improvements; implementing change.
- Meet regional sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Establishes sales objectives by creating a sales plan and quota for districts in support of national objectives.
- Maintain and expand customer base; building and maintaining rapport with key customers; identifying new customer opportunities.
- Recommend product lines by identifying new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.
- Implements trade promotions by publishing, tracking, and evaluating trade spending.
- Accomplishes sales and organization mission by completing related results as needed.
- Actively deal with publishers as needed, usually with regards to pricing issues
- Respond to ALL leads forwarded from the marketing department, within (5) business days
- Enter orders and act as a liaison for billing, accounts payable between OE, ESS, YBP and customer
- Troubleshoot customer issues, respond to technical questions from customers or forward appropriate questions, problems, issues to Technical Support, translating from Spanish to English as needed.
- Actively work with Marketing Department to design marketing materials

# VERONICA MONTANO

## SKILLS

### ➤ TECHNICAL

Adobe Photoshop



Adobe Illustrator



Email Marketing



Microsoft Office Suite



Search Engine Optimization



Social Marketing



Affiliate Marketing



## AWARDS

TOP SALES PERFORMER SALES CLUB  
EBSCO Information Services || 2012 - 2015

## LANGUAGES

- English (fluent)
- Spanish (native)

## INTERESTS

- Movies
- Literature
- Web savvy
- Traveling

## EXPERIENCE CONTINUED ...

### INTERNATIONAL ACCOUNT EXECUTIVE

EBSCO Information Services || South Cone || 2012 – 2015

Generate new sales of EBSCO Publishing products or renewing existing customers

Coordinate with the Regional Sales Managers on a daily basis

Actively consult with our library partners to ensure their patron needs are being met through the acquisition of online reference databases. Work with customers on a very individualized basis, using own judgment and discretion to decide best course of action for every situation.

Participate in the creation of new or modify existing legal offers and contracts with customers

Participate in the pricing and planning of official offers: an understanding of the pricing system and the ability to customize it on a per case basis is essential

Participate in the training of customers on EBSCOhost and EBSCOadmin through online demos

## REFERENCES



Juan Manuel Gutierrez  
Sales Directos  
EBSCO Information Services  
+57 3152482303  
jgutierrez@ebSCO.com



Eduardo Alfaro  
Regional Sales Manager  
EBSCO Information Services  
+51 996281332  
ealfaro@ebSCO.com



Luis Alberto Tarazona  
Faculty  
Universidad del Norte  
+57 3003200156  
ltarazon@uninorte.edu.co



Jose Mongui  
Library Director  
Red ILUMNO  
+57 3004841748  
Jose.mongui@jmongui.com



Vero127724



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