

Robert Ross S. de Guzman

Business Development / Key Accounts / E-Commerce

Results-oriented account manager with over four years of experience in the fast-moving consumer goods industry, FMCG, particularly in the food & beverage section. Adept at problem solving, negotiating, and cross-functional collaboration.



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PROFESSIONAL EXPERIENCE

Mondelēz International Key Accounts Executive

Parañaque City, Philippines

May 2019 – Present

- Manager's Awardee, for successfully driving Eden Cheese as part of the recipe ingredient list. This resulted to an increase in availability for both retail and food service outlets.
- Opened new accounts and looked for white space, range-selling opportunities, and out-of-the-box solutions to increase revenue. Average contribution in revenue per new account is Php 200,000 to Php 300,000.
- Currently handles food service key accounts and e-commerce business of Mondelēz Philippines.
- Collaborates with internal brands to execute different e-commerce deals and activities in Lazada, Shopee, and GrabMart.

San Miguel Foods Sales Account Specialist

Pasig City, Philippines

2017 – 2019

- Special Awardee, Most Number of New Accounts Opened, for opening 5 new accounts and making more than 30 product placements, which helped increase FY 2018 revenue vs FY 2017 by 8.49%
- Launched different product and marketing promotions with co-branding in an account, uplifting average daily consumer consumption of the store up to 40%.
- Developed customized products for an account, from scratch up to the first purchase order, minimum of 1 metric ton per run.

Monde Nissin Business-to-Consumer Project Specialist

Mandaluyong City, Philippines

2016 – 2017

- Pioneering team of the Business-to-Consumer group in the company, with Dutch Mill Delight as the pilot product.
- Set-up a direct selling distributor in Manila and monitored its daily operations; trained and mentored the staff, developed a sustainable recruitment system to lower attrition rate among direct selling partners which is vital to the business model.
- Recommended strategies and action programs to develop and grow the business projects, e.g. initiating customer-retention program, opening of trade accounts like small grocery stores.

PROJECT HIGHLIGHTS

Convenience Store (confidential)

- Served Eden Cheese as one of the the main ingredients for a filled bun, which produced Php 1M worth of revenue on the first month.

Popcorn Retailer (confidential)

- Partnered Oreo Crumbs to be used as one of their popcorn flavors, contributing at least 600 Kg volume per month, as Limited Time Offer (LTO).

Flour Manufacturer (confidential)

- Pitched to use Kraft Cheddar Cheese as filling on cheese roll to be served as inflight snack, averaging 300 – 400 kilos a month.

Lawson Convenience Store

- Launched a SPAM® Rice Meal that generated at least 20 metric ton volume per month.
- Introduced Purefoods Star Hotdog Footlong, partnered with Magnolia Cheeze as condiment, as Limited Time Offer (LTO).

All Day Convenience Store

- Developed a customized breading mix for marinated chicken, producing 1.3 metric ton a month.
- Successfully penetrated and co-branded Purefoods Tender Juicy Hotdog Giant (on stick, on sandwich, with rice)

Philippine Airlines

- Bid and negotiated to use La Pacita Oat Cookies on inflight snack, with the off-take of 80,000 cookies or Php 560,000 in revenue per quarter.

EDUCATION

Lyceum of the Philippines University

BS in Business Administration
Major in Marketing Management

AWARDS

Mondelēz International, Manager's Award

San Miguel Foods, Most Number of New Accounts Opened

Lyceum of the Philippines University, Dean's List

Junior Achievement, Finalist (Business Plan Presentation)

INTERESTS

Piano, ukulele, drums, DJing, networking night, FGD, Kindle E-book, learning languages, community volunteering