

**JONATHAN ACROZ SERENO**

136 Linao, Minglanilla, Cebu, Philippines

1. mail: serenojonathan@yahoo.com

Mobile Number: +639451405547

**Executive Management**

Dynamic, result-driven professional in a demanding environment while remain pragmatic and focused with 9years experience across a broad range of management function. Track record of increasing sales and growing bottom line while spearheading improvements to provide productivity and reduce cost. Proven track record of combining vision, ingenuity, strong decision making, and leadership that brought the company to be the most profitable subsidiary in a highly competitive market.

**Core Competencies :**

\*Visionary Leadership \*Budget/Sales Forecasting

\*High-stake negotiations \*Organizing Start up company

\*Organizational restructuring \*Budget/Sales Forecasting

\*Risk Management

**Professional Work Experience**

**Electricity Transmission Supplies Corp, Cebu City,Phils.**

**Business Manager, July, 2005 - October, 2014**

***Provide executive leadership on more than 100million Peso sales business with a net return of 30-40%.***

Lead the operation and strategic direction with full responsibility of the profitability of the company, expansion, and strategic and long term planning. Provide leadership on all functional departments; directs 1procurement manager, 4supervisors, and general oversight of 60people. Directs import procurement both on this company and mother company. Redefine organizational structure, oversee market expansion, pricing decisions, and perform monthly company financial performance evaluation.

**Key Achievement:**

1. Created a more result-driven organization that has penetrated new markets and driven the increased of sales from 15M Peso per year to more than 100M Peso yearly after 5years
2. Significantly increased productivity while reduce staffing and operational cost. Reduction of company staffing by 33% and increased its productivity by almost 4xtimes based on the former data especially on production and logistics.
3. The former losing division became the most profitable subsidiary among group of companies after leading it for 9years with a very low employee turnover.
4. Successfully become a market leader on wood poles treated products in the country.
5. Successfully identified and resolve manufacturing issues especially on quality and delays of delivery of finished products.

**Budget Builders Incorporated, Cebu City, Phils.**

**Senior Sales and Marketing Supervisor, April, 2003- July, 2005**

***Ensuring the delivery of market development and sales target of more than Php 80M each year.***

Directed 5 sales executives for the nationwide operation and big accounts of the company. Spearheaded the market evaluation, development new markets, and implementation of sales strategy. Oversaw sales and marketing staffing, performance evaluations, promotions, budget/sales forecast preparation and monitoring, and participation of product quality improvement and new product development.

**Key Achievement :**

1. The company revenue has increased from Php 47M sales to Php 80M after

two years.

1. Conceived a market strategy and belt a strong customer base that give

the company continuing growth.

1. Sales has continued to grow at 30-40percent each year.
2. Was able to capture the biggest market share in visayas area.
3. Was able to belt a dynamic and result oriented sales team

**Budget Builders, Incorporated, Cebu City, Philippines**

**Sales Executive/operation assistant - September 2001- April 2003**

Tasked to redeveloped the western visayas market and part of central visayas area particularly in Negros island for the treated wood products for electric utilities. Other task was being an operation’s assistant that serves as the coordinator between the plant and logistics for the delivery of products. Directing delivery drivers and other logistic’s support staff.

**Selected Achievements:**

1. Was able to recapture the lost customers(electric utilities/cooperative) of

western visayas area. About 6 big accounts

1. Was able to get the 3 out of 4big accounts in Negros Island all electric

Cooperatives

1. Contributed 15M sales to the company in the 1st year as sales executive and

31M the following year.

1. I was the number sales executive of the company nationwide consistently

for 3years.

**Education and Credentials**

Bachelor of Science in Accountancy -USJ-R,Cebu City, Phils.

**Professional Development**

Strategic Supervision and Management

Supply Chain Management

Supervisory Skills and Development

Effective Personal Leadership

Neuro-Linguistic Programming for Sales