

**Adriana Lilian Jimenez Fregoso**  
**Scholarship Universidad Autónoma de Querétaro**  
**Business Administration**  
**English 80%**

Mango # 10, Col. Laderas de San Mateo.  
Naucalpan Estado de Mexico C.P. 53248 Tel: (52 55) 53 60 30 49  
Mexico City  
Mobile: 044 55 19 39 90 26. Email: [lillianjimenezf@hotmail.com](mailto:lillianjimenezf@hotmail.com)

**Professional Objectives**

Key Account Manager at National Level

**Work Experience**

	<p><b><u>Operations Manager for Mexico North Zone for Genomma Lab</u></b>  <b><u>February 2009 - Present</u></b></p> <ul style="list-style-type: none"> <li>Responsible for the Northern Zone of Mexico City regarding key sales and sales (fundamentals, sharing shelf, additional exhibits, etc.) at self-service channel.  With monthly sales in the area between \$ 13 Sell Out MMDP and \$ 18 MMDP</li> <li>Implementation and execution of plans at the point of sale</li> <li>Lead team composed by 2 Supervisors, 3 Sellers and 30 Promoters</li> </ul>
	<p><b><u>Key Account Manager for Procter &amp; Gamble</u></b>  <b><u>July 2007 - July 2008</u></b></p> <ul style="list-style-type: none"> <li>Responsible for the 2<sup>nd</sup> largest account for the company Chedraui managing the following beauty categories: Hair Care, Color, Skin Care Deodorants with annual sales of \$ 315 MMDP. with an index of 52,37,21 and 44 respectively vs year ago.</li> <li>Joint business plans, pricing strategies, category management, promotional plans, update and control of catalogues, portfolio, fundamentals of selling (out of print, exhibitions, shelf share).</li> </ul>
	<p><b><u>Key Account Manager for Procter &amp; Gamble</u></b>  <b><u>October 2004 - June 2007</u></b></p> <ul style="list-style-type: none"> <li>Responsible for the accounts Gigante, Dorian's, Almacenes Garcia, Farmacias del Ahorro, Farmacias Santander with annual sales of \$ 200 MMDP in the Color category, and an increase in sales averaging 42% per customer.</li> <li>Joint business plans, pricing strategies, category management, promotional plans, update and control of catalogs, portfolio, fundamentals of selling (out of print, exhibitions, shelf share).</li> </ul>
	<p><b><u>Key Account Manager for Wella Mexico</u></b>  <b><u>February 2003 - September 2004</u></b></p> <ul style="list-style-type: none"> <li>Responsible for accounts Gigante, Dorian's, Calimax, Farmacias San Pablo, Marzam in the category of Hair Color with annual sales of \$ 160 MMDP.</li> <li>Joint business plans, pricing strategies, category management, supply systems, promotional plans, catalogs, etc.</li> </ul>
	<p><b><u>National Sales Trainer for Wella Mexico</u></b>  <b><u>February 2002 - January 2003</u></b></p> <ul style="list-style-type: none"> <li>Training and coaching of the entire sales force, (52 Representatives) on sales techniques, leadership, management categories, key selling Nielsen.</li> <li>Analysis of routes, organizational structure.</li> <li>Coordination with Trade Marketing of the National Sales Meeting.</li> </ul>
	<p><b><u>Wella Sales Representative for Mexico</u></b>  <b><u>June 1998 - January 2002</u></b></p> <ul style="list-style-type: none"> <li>Responsible in the States of Queretaro, San Luis Potosi, Aguascalientes, Zacatecas in terms of sales and key sales (out of stock, shelf shares, additional exhibits, etc.)</li> <li>Implementation and execution of plans at the point of sale</li> <li>Leading work teams with 13 push girls and 4 promoters (in the territory).</li> </ul>

	<p><b><u>Pharmaceutical Representative for Eli Lilly</u></b>  <b><u>March 1997 - May 1998</u></b></p> <ul style="list-style-type: none"> <li>• Visit to 52 doctors in the city of Queretaro to promote the products of the laboratory.</li> </ul>
	<p><b><u>Sales Representative for Seagram's Mexican</u></b>  <b><u>January 1994 - February 1997</u></b></p> <ul style="list-style-type: none"> <li>• Responsible in the states of Queretaro, Aguascalientes, Celaya, and for sales and key sales (out of stock, shelf shares, additional exhibits, etc..) at the grocery department</li> <li>• Implementation and execution of plans at the point of sale</li> <li>• Lead team made up of 10 push girls and 2 promoters (in the above).</li> </ul>

**Others**

	<ul style="list-style-type: none"> <li>• Acknowledgment in Sales by Wella Mexico</li> <li>• Course in Leadership, Coaching and Empowerment</li> <li>• Leadership Course Sales</li> <li>• Course of The Seven Habits of Highly Effective People (2003)</li> <li>• Course on Total Quality Philosophy</li> </ul>
--	--