



EMMANUEL VILLAMIL CENDAÑA

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GENERAL BACKGROUND

I was the VP-Sales & Marketing and Operations Head for SL Agritech Corporation, the agricultural business unit of the Sterling Paper Group of Companies, involved in the business of hybrid rice.

I have more than 30 years experience in the FMCG and Industrial Sales industry having worked for multinationals and reputable local companies. Business exposures extends to bath soaps and detergents, health and beauty aids, canned fruits and juices, tissue paper, foodwraps, beverages, cigarettes, processed and canned meat, and home and laundry care products. I have worked with PROCTER & GAMBLE PHIL., DEL MONTE PHIL., PEPSI-COLA, HENKEL PHIL., Holland Pacific Paper Inc., Sterling Tobacco Corporation, JAKA Group, and CDO-Foodsphere Inc. From an ex-truck salesman to a Sales Director, and currently as head of an operating subsidiary unit, I have demonstrated aggressiveness, patience, perseverance, initiative, being result-oriented, and having respect for authority in my work.

Among my responsibilities are P&L, sales and marketing operations, business planning and expansion, financial setting, people management and sales skills development programs. Key Account and Major Distributor management, tertiary trade development and ex-truck operation efficiency, project management, systems enhancement, supply chain management. Trade segment exposure involves Foodservice and institutional accounts aside form FMCG. I also had exposure in Trade Marketing and manufacturing as Plant General Manager of a major beverage company. Product distribution and merchandising were regular activities in sales our operation.

I have done sales management and skills development programs as a consultant. People are key to the business and should be well equipped with the necessary skills to deliver desired business results. This consultancy has, also, allowed me to share my expertise in helping my clients improve their efficiency and productivity.

I can operate with minimum supervision in a competitive work environment.

PERSONAL DATA

Date of Birth : June 14, 1957
Place of Birth : Manila, Philippines
Address : 7, North Lawin Street, Philam Homes
Quezon City, Philippines 1104
Spouse : Gina-Marie Beley Cendana
Children : Anne-Marie Therese Beley Cendana
Juan Paulo Beley Cendana
Alfonso Gabriel Beley Cendana

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EDUCATIONAL BACKGROUND

Grade School	Lourdes School Quezon City	1971
High School	Lourdes School Quezon City	1975
College	Ateneo de Manila University	1979
	- AB Economics	

PROFESSIONAL BACKGROUND

VP-Sales & Marketing	SL Agritech Corporation	Jan. 2011 – Jan. 2016
Consultant, Sales Management and Training	RMP Consultancy and CBB Consultancy	March 2008 – Dec. 2009
VP-Sales Director	Henkel Philippines, Inc.	Aug. 2007 – Feb. 2008
AVP-National Sales Manager	CDO-Foodsphere, Inc.	Aug. 2002 – Sept. 2006
National Sales Systems and Training Manager	Sterling Tobacco Corporation	Sept. 1999 – Feb. 2002
Operating Unit Head and AVP-National Sales Manager	Pacific Royal Bottling Corp. (JAKA subsidiary)	June 1997 – Feb. 1998
AVP-National Sales Manager	JAKA Foods Processing Corp.	Feb. 1997 – May 1997
Plant General Manager	Pepsi Cola Products Philippines Incorporated	March 1996 – Jan. 1997
National Sales Manager	Holland Pacific Paper Inc.	Jan. 1993 – Feb. 1996

Regional Sales Manager	Del Monte Philippines, Inc.	Jan. 1991 – April 1993
Unit Sales Manager	Del Monte Philippines, Inc.	May 1988 – Dec. 1990
Section Manager	Procter & Gamble Philippines, Incorporated	Feb. 1980 – April 1988
Associate Salesman	Procter & Gamble Philippines, Incorporated	March 1979 – Feb. 1980

CAREER HIGHLIGHTS

SL Agritech Corporation	<ul style="list-style-type: none"> : Established niche business marketing for our hybrid rice : Improved brands' market share - + 6% share of market : Established new rice business – foodcart : Anchored business in retail & Korean groceries/restaurants : Developed Distributor Operations (National) : Business Growth: from P216.0M/ annum to P660.0M/annum
Consultant	<ul style="list-style-type: none"> : Sales Management and Training : Sales Skills development programs : Sales effectivity and efficiency : Trade Development
Henkel Philippines, Inc.	<ul style="list-style-type: none"> : Distributor operation refinement : Initiated sales skills development program : Sales Information System upgrade : Trade Marketing : Growth: P560.0M/annum to P1.2B/annum (1-year)
CDO-Foodsphere, Inc.	<ul style="list-style-type: none"> : Trade introduction – “BIBBO” & “IDOL” hotdogs : Refined distributor territorial assignment : Initiated sales skills development program : Enhanced key account & wholesaler management processes : Increased customer reach – Visayas/Mindanao : Business Growth: From P1.6B/annum to P4.5B/annum (3-years)
Sterling Tobacco Corporation	<ul style="list-style-type: none"> : Sales skills development program : Sales coverage refinement (national) : Introduced annual sales planning : Tertiary Trade Development
Pacific Royal Bottling Corp.	<ul style="list-style-type: none"> : Refined 5-Gallon jug operation : Initiated sales skills development program : Expanded distributor operation : Expanded foodservice coverage

- JAKA Foods Processing Corp. : Initiated sales skills development program
 : Core sales responsibility refinement
 : Refined Key Account management
 : Increased product reach – wet market/public market
- Pepsi Cola Products Philippines Incorporated : Distributor operation refinement
 : Increased product distribution
 : Tertiary Trade Development/Grassroot Level
 : Asset management refinement
 : Plant operation productivity
 : Initiated consistency of operation audit
- Holland Pacific Paper, Inc. : Organized the exclusive corporate sales team for key accounts and distributors
 : Initiated sales skills development programs
 : Implemented basic sales routine and fieldwork procedures
 : Established sales information system
 : Increased business share of key accounts
- Del Monte Philippines, Inc. : Setup of ex-truck operation
 : Initiated distributor business accountability
 : Refined business review format – better understanding
 : Key account management
 : Standardized usage of sales equipment and reports
 : GMA secondary and tertiary trade distribution improvement
- Procter & Gamble Philippines Incorporated : Distributor setup – Southern Tagalog
 : Conversion to planned selling versus dumping sales
 : Product launches – Tide Bar, Mr. Clean White Bar, Mr. Clean Kalamansi
 : Opened new trading areas - Palawan, Romblon, and Marinduque

CAPABILITIES

- Sales organization restructuring
- Sales annual and 3-year planning
- Operational enhancement
- Project management
- Key account and major distributor relation management
- Product distribution and merchandising; trade marketing
- New business development
- People management and skills development
- Teambuilding and motivation

AFFILIATIONS

- Chairman, Philam Homes Fiesta Committee 2003
- Assistant Chairman, Philam Homes Fiesta Committee 2002
- Member, Brotherhood of Christian Businessmen and Professionals (present)
- Coordinator, PREX Sta. Rita de Cascia Parish 2004
- Member, PREX Sta. Rita de Cascia Parish (present)
- Special Minister of the Eucharist, Sta. Rita de Cascia Parish
- Member, Philam Homes Community projects

PROFESSIONAL ENHANCEMENT SEMINARS

- Financials in Operation
- Pepsi Distribution System
- Leading, Guiding, Motivation
- Principles of PLOC
- Distribution Economics
- Sales Grid/Management Grid
- Teamwork – Corporate Field
- Managing Stress
- People – Our Assets
- Total Quality Management
- Steps in Decision Making and Priority Setting
- Training Trainers to Effectively Train
- Effective and Forceful Presentations
- Performance Development Seminar
- 7 Basic Habits
- Written Communication Skills
- Face to Face Communication
- Skills Training Seminar – Sales
- Handling Objection Process
- Persuasive Selling Format
- Business Writing
- Key Account Management
- Distributor Management School

INTERESTS

- Golf
- Practical Shooting
- Airsoft
- Basic Photography

- Bowling
- Billiards
- Classical Jazz/Rock & Roll Music