

MARIANO O. RIVERA

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ACCOUNT MANAGER / SALES / ACCOUNT EXECUTIVE

Successful sales professional with background managing a diverse account portfolio across multiple industries including: Food & Beverage, Consumer Products, Pharmaceutical, Automotive, Metals, and Oil & Gas. Sells directly to companies, product representatives, distributors, and system integrators. Excels at uncovering customer needs, budgetary parameters and decision drivers; demonstrating product knowledge; building and leveraging relationships; and negotiating optimal solution agreements. Consistently achieves performance and business goals that drive sales growth. Effectively builds/utilizes teams and works well independently. Bilingual Spanish & English.

ACCOMPLISHMENTS

- ◆ Developed a strategy that surpass sales growth targets: 126% of goal (FY2007) and 109 % of goal (FY2008)
- ◆ Reinstated commercial relationship that increased project sales by over 60% on two major Rockwell's accounts
- ◆ Sold first in the region GE Fanuc MES Solution to a major Automotive account (AL) and major Metals account (AR)
- ◆ Sold first in the region Rockwell Software solution to a major Metals account (TX)
- ◆ GE Fanuc User Conference Sales Incentive Award Winner 2005 & 2006
- ◆ Rockwell Trade Show Recognition Award Winner 2008
- ◆ Society of Hispanic Professional Engineers STAR Leader Award 2008

PROFESSIONAL EXPERIENCE

ROCKWELL AUTOMATION, Dallas, TX

2006-2008

Account Manager

Achieved strong sales performance by successfully driving conversions with decision makers in a variety of industries. Managed channel partner performance to drive sales.

- ◆ Grew business within the Oil & Gas industry by 22%.
- ◆ Reinstated business relationships with two major Food & Beverage accounts representing \$2-3M annually.
- ◆ Conducted goal sharing meeting in collaboration with RA's management, utilizing customer centric sales tools (ex: champion letters, sequence of events, etc.) penetrating local accounts at a higher level within the organization. Increased sales by over 30% at four different accounts.

GENERAL ELECTRIC COMPANY

2002-2006

Account Manager – territory included AL, MS, TN, and West AR (2004-2006)

Managed relationships, reviewed performance, conducted mutual action plan, and ensured territory coverage of channel partners. Executed sales plan including all stages of new business development from prospecting and lead generation, to proposal and closing of new business.

- ◆ Increased business relations and sales by 11%.
- ◆ Won three different projects against aggressive competition valued at \$380K.

Business Development Manager, Southfield, MI (2003-2004)

- ◆ Successfully led Six Sigma Project tasked with improving collections (Account Receivables) of a major automotive account. Created and managed a cross-functional team with personnel in India, Canada, and US. Project benefits estimated on over \$250K.
- ◆ Directed and executed sales plan to develop new Automotive Tier 1 Account with a potential of \$250K per year.

Project Manager, Charlottesville, VA (2002-2003)

Led multiple projects within the marketing and sales organization.

- ◆ Delivered the PACSystems RX7i controller product pre-launch Global Training Session for GE Fanuc Application Engineers, Field Services personnel and Global Customer Care Center employees utilizing the Automation Equipment Team at Headquarters. Obtained outstanding evaluation rank from attendees and management.
- ◆ Designed / executed Commercial Program for the sales team that targeted high potential customers to market the new PACSystems RX7i controller. Resulted in 25 qualified targets within 21 days.
- ◆ Launched a revamped website for GE Fanuc Computer Numerical Controls (CNC) business unit by providing consistent and clear message to customers focused on the most relevant offerings and initiatives, including an online system for routing leads through SIEBEL to the sales force.

EDUCATION

BS, Industrial Engineering, *University of Puerto Rico*, Mayagüez, PR
Graduated Magna Cum Laude

National Student Exchange Program, *Florida International University*, Miami, FL

TECHNICAL SKILLS

- ◆ MS Word ◆ MS Excel ◆ MS PowerPoint ◆ SAP ◆ Siebel (CRM) ◆ Orien (CRM)

PROFESSIONAL CERTIFICATIONS

GE Six Sigma DMAIC Certification

Rockwell Automation Green Belt Services and IA Certification

PROFESSIONAL DEVELOPMENT

GE Foundations of Leadership

GE Creating Client Value and Sales Negotiations

University of Alabama- Conversational Skills Course

GE Corp. Program- Technical Sales Leadership Program

PROFESSIONAL AFFILIATIONS

VP, Community Outreach- Society of Hispanic Professional Engineers (SHPE)

Volunteer- Junior Achievement Program