

HELLO

With over 17 years of experience in the food and beverage industry, I have cultivated a profound understanding of its intricacies. As a Sales Manager in the United States, I played a pivotal role in military contracting, facilitating the sale of food and beverage packaged goods to the Defense Logistics Agency and achieving sales exceeding \$15 million. Additionally, I oversaw the entire manufacturing process for military orders, managing everything from raw ingredient procurement to packaging design and logistics coordination.

Currently, I am actively engaged in HORECA food service sales in Dubai, collaborating with a network of hospitality professionals to drive growth and deliver exceptional service, particularly in the fine dining sector. I am proud to have contributed to significant growth in the specialty meat category, with 28% sales growth in less than one year.

My experience spans diverse markets such as the UAE, Mexico, the UK, and Spain. From leading sales teams to executing compelling sales and marketing strategies, my skills are highly transferable across industries. I am confident in my ability to adapt and excel beyond the food and beverage industry, bringing a wealth of expertise and a proven track record of success. Please visit my [website](#) for current examples of my work. I am eager to continue leveraging my expertise on a global scale to drive growth and expansion for international organizations.

Best regards,

A handwritten signature in black ink, appearing to read 'Biviana Carillo', with a long horizontal line extending to the right.

Biviana Carillo

EXPERIENCE

Summary

I am a seasoned sales and marketing professional with extensive experience in strategic planning, team leadership, and market expansion. My background includes successfully spearheading sales growth, managing diverse teams, and implementing effective marketing strategies. With a proven track record of driving growth in complex and diverse markets, I am poised to deliver impactful results beyond the Food & Beverage landscape.

Sales and Marketing Manager, Rastelli Global M.E., UAE (2022 - Present)

- Utilize market knowledge to interface directly with decision-makers in the HORECA sector, including Chefs, Procurement Managers, Hospitality Groups, and Food Service Distributors, to enhance market reach.
- Apply sales acumen to spearhead strategic food service planning aimed at driving Meat Category sales growth in Dubai.
- Successfully opened new accounts and managed existing accounts with a team of 14 sales executives, demonstrating leadership skills in inventory management and warehouse operations optimization.
- Utilize tender response and contract preparation skills to assist in procurement acquisitions from global suppliers, ensuring a streamlined supply chain.
- Apply knowledge of local, regional, and global industry to navigate the business landscape effectively.
- Exhibit strong communication skills through participation in trade events, promotions, and hosting sampling sessions and entertainment to engage clients.
- Demonstrate negotiation skills in securing favorable deals and agreements.
- Show persistence in pursuing business opportunities and overcoming challenges to achieve sales targets.

Marketing Director, B. Car, P.R., Various Locations (2017 - 2021)

- Develop and implement sales and marketing strategies for clients in the U.S., Mexico, U.K., and Spain.
- Craft compelling sales proposals, business strategies, and marketing campaigns based on in-depth market intelligence reports.
- Function as Creative Director and Project Manager, creating visually stunning and strategically impactful creative assets.
- Launch marketing campaigns with budgets ranging from \$300,000 to \$500,000 to secure product placement and distribution in Fortune 500 companies such as 7-Eleven convenience stores, Sysco Foods, McLane Distribution, and US Foods.

Sales Manager, East Coast Foods, USA (2006 - 2016)

- Facilitate the sale of food/beverage packaged goods to the Defense Logistics Agency, generating sales exceeding \$15 million.
- Participate in Menu Boards and on-base promotions for Military Retailers such as AAFES, Defense Commissary Agency.
- Oversee the end-to-end manufacturing process, managing raw ingredient procurement, packaging design, and logistics coordination.
- Orchestrate and manage a highly successful national roadshow program with Costco and Sam's Club, generating over \$400,000 in revenue within months.
- Present over 200 product presentations and proposals to retailers and national distributors, consistently exceeding significant sales targets.

REFERENCES

Rowan Davis

Managing Director

Rastelli Global Middle East

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Relationship: Rowan was my direct manager for marketing initiatives the first year at Rastelli Global.

Robert Early

Sales Director

Rastelli Global Middle East

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Relationship: Robert was my direct manager when I was promoted to sales from July 2022 to the present.

Bhushant Ghandi

Business

Truebell Marketing and Trading

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Relationship: Bhushant has been a mentor, helping me navigate Truebell distribution matters in Dubai.

Vicente Peral

Senior Manager

Global Food Service

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Relationship: Vicente is a longtime colleague whom I worked with and for on military contracting business.