

# Jorge A. Romero-Day

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## SUMMARY

<i>Creativity</i>	<i>Strategic Planning</i>	<i>Execution</i>
<p>A proven capacity in sales, marketing and planning to develop profitability growth through increasing revenues, new product/channel development, and resource/mix optimization. Track record of bottom line responsibility spearheading operational improvements, driving productivity and cost reductions. Principal talents include leadership, creativity and a strong ability to translate conceptual ideas into market realities.</p>		

## PROFESSIONAL EXPERIENCE

▣ <b>JRD – Startups/ Restructuring/ Interim Management</b>		<b>2018-Present</b>
▣ <b>DSM Food Specialties; Regional President LATAM &amp; DSM Landlord Argentina, Paraguay and Uruguay - Argentina</b>		<b>2012-2018</b>
▣ <b>Andre Pectin, China – Raw Material and Market Development Consultant</b>		<b>2013-2016</b>
▣ <b>PANORD S.A. – Managing Director/ Owner, Argentina</b>		<b>2010 - 2012</b>
▣ <b>World Minerals/ Imerys – Regional Commercial Director, South America</b>		<b>2007- 2011</b>
▣ <b>AB Mauri, a division of Associated British Foods</b>		<b>2003 - 2007</b>
<i>Regional Director, Mexico, Central America &amp; the Caribbean</i>		2005-2007
<i>General Manager, Mexico (start up &amp; greenfield) - Puebla, Mexico</i>		2003-2004
▣ <b>PROSEGUR S.A.</b>		<b>2001 - 2003</b>
<i>General Manager, Alarms – Argentina</i>		
▣ <b>E.I. du Pont de Nemours and Company</b>		<b>1993-2000</b>
<i>Regional Director – Strategic Communications &amp; Food Initiatives – South America</i>		2000
<b>Solae (formerly Protein Technologies International), a Du Pont Business</b>		
<i>Area Director – Mercosur, Chile &amp; Bolivia</i>		1999-2000
<i>Area Director – Southern Cone - South America</i>		1993-1999
▣ <b>Eli Lilly and Co., Elanco Animal Health</b>		<b>1990-1993</b>
<i>Product Manager – US</i>		1992-1993
<i>Product Manager – International</i>		1990-1992

## PERSONAL

Argentina and USA citizenship, Brazil and Mexico resident permits. Married, 3 children, available for traveling, will not relocate.

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## **FOREIGN LANGUAGES**

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Fluent in English, Spanish and Portuguese. German working knowledge

## **EDUCATION**

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**MS, Management;** Krannert School of Management, Purdue University, 1990.  
Concentration: International Finance and Marketing

**MS, Agricultural Economics;** Purdue University, 1985.  
Major options: Analytical Methods and Finance

**BS, Business Administration;** ESAN - Foundation of Applied Sciences, Brazil,  
1980.

## **COMPETENCIES**

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### **Leadership**

*Thinking through the organization's differences, defining them, and establishing them clearly and visibly.*

- Coordinated independent Business Units in LATAM that doubled regional revenue in 4 years, with 17% margin improvement, and the corresponding organizational restructuring. **(12-16)**
- Organized and led multifunctional team that added US\$ 2,5 million revenue, and obtained the award to best commercial performance of 2013. **(12-13)**
- Drove strong cash preservation program, aggressive pricing strategy, and cost reductions to realign the South American region to new economic environment, resulting in 21% improvement in EBIT and 45% in FOCF. **(08-09)**
- Directed start up and greenfield processes in Argentina, Brazil, Chile and Mexico, which increased sales and profitability over project plans. **(93-99/03-06)**

### **Execution**

*The missing link between aspirations and results.*

- Focused limited resources and technology development in largest opportunities leading to specific industry segment 3X revenue growth in Latin America, and consequential organizational growth. **(12-17)**
- Analyzed and defined market model which led to the closing of operations in Central America and the Caribbean which resulted in a \$2 million EBIT improvement for the region. **(05-06)**
- Integrated four companies in Latin America, in different stages of development, into a consolidated regional structure which allowed for a 20% EBIT improvement. **(07-08)**
- Established a results oriented culture during historical recession that enabled the most profitable business group in the country, and the was awarded the 2012 Best Global Operation. **(01-03)**

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## Strategic Planning

*Providing company capabilities to gain a sustainable edge over its competitors.*

- Member of the Strategic Leadership Team of the company, which develops strategic and operational plans, both for global and regional implementations. **(14-18)**
- Developed communication strategy to media and customers that led to the capture of strategic competitive distributors. **(05-06)**
- Restructured company severely cutting costs, personnel and driving segmented target ABC1 marketing strategy, in anticipation of worst economic recession, which allowed to surpass forecasted EBIT. **(01-02)**
- Researched, designed and coordinated market development and customer needs strategy which focused on pricing/value model that provided a 40% increase in market share. **(98-99)**

## Creativity

*Expand, extend, develop, mature - and activate all the capabilities of the organization to reach its potential.*

- Development of raw material supplier network, executing multiannual contracts for 60% of forecasts, variable/ fixed price formulas, and increase in terms to 60 days CAD, vs BL cash payments. **(14-16)**
- Created an association of non-competitive co-suppliers generating value added and critical mass in targeted markets, permitting for a larger market share and cross merchandising opportunities. **(97-98)**
- Designed incentive programs for all operative personnel leading to 20-45% productivity growth in all functional areas of the business. **(01-02)**
- Led South America Du Pont strategic business units with food industry capabilities to provide a larger value to key customers; which improved returns and growth to the corporation's Food Industry Enterprise. **(2000)**

## **REFERENCES**

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Supplied upon request.