
DOUGLAS KETTENHOFEN

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American and Mexican Nationality

Work History

- 2015 - Present
- Turimex LLC
Regional Sales Manager
- Responsible for region sales, office and point of sales operations, branding, advertising and promotion, budget management, market analysis, and audit processes.
- Open thirteen new point of sales in strategic location increasing sales by 180%
 - Deliver the advertising & promotion kit to all of point of sales driving sales by 12%
 - Implement a tailored incentives program achieving a stronger relation with corridors
 - Launch promotion campaign that increased occupancy in corridors driving sales by 5%
- 2011 - 2014
- Car One Parts and Body Shop S.A.
General Manager
- Responsible for company sales & operation strategy, project management, advertising and promotion, financial results, and client service department
- Deliver a tailored strategy that exceeded volume sales target by 8%
 - Coordinate cross functional team delivering the biggest sale for the company OTIF (On time In full) and exceeding gross sales value target.
 - Implement a process that lead to higher scores on internal and external audits
 - Drain exceeded old inventory by negotiating a deal without losing profit
 - Create a reliable credit sales policy reducing risks, and obtaining a more mature portfolio
 - Negotiate with Goodyear achieving 3% cost reduction, and special incentives for sales team
 - Launch new brand tiers to market with excellent reviews and 10% gross margin increase
 - Exceeded more than double digit sales target by two consecutive years
- 1999 - 2011
- Distribuidora de Componentes S.A. de C.V. (Office furniture and spare parts)
General Manager
- Responsible for company financial results, sales & operation strategy, advertising, price and promotion.
- Achieve the exclusive distribution of two key brands for Nuevo León and Aguascalientes
 - Exceed target sales for the first year by 15%
 - Win the price of best national distributor, granted by Vonhaucke
 - Reduce operation costs by 17% with zero human capital impact
- 1998 - 1999
- HELLA (EOSA)
Account Executive (GM y Ford)
- Responsible for GM and Ford project management, international alliances and cost analysis.
- Win the GMT 800 project for the production and export of GM pickup Tail Lights
- 1995 - 1998
- Ford Motor Company
Zone Sales Manager
- Responsible for sales program according to each dealer, execution of the brand marketing plan, distributors objectives, certification of sales force, analysis of financial statement, dealer inventory.
- Achieve record market share of the zone 21% zone share vs. national 18%

1994 - 1995 Ford Motor Company
Price and Product Analyst
Responsible for price strategy, competitor analysis, and profitability targets

1993 - 1994 Ford Motor Company
Headcount and Salary Cost Analyst
Budget control and actual results

1989 - 1992 Multivalores Casa de Bolsa S.A.
Accounting Assistant
Customer Bank reconciliations

Education

1989 - 1993 UNITEC
Bachelor's Degree in Finance

Languages

English



Fluent

Spanish



Native Language