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# DOUGLAS KETTENHOFEN

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American and Mexican Nationality

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## Work History

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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 Vonhauke
- 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	<p>Ford Motor Company</p> <p><i>Price and Product Analyst</i></p> <p>Responsible for price strategy, competitor analysis, and profitability targets</p>
1993 - 1994	<p>Ford Motor Company</p> <p><i>Headcount and Salary Cost Analyst</i></p> <p>Budget control and actual results</p>
1989 - 1992	<p>Multivalores Casa de Bolsa S.A.</p> <p><i>Accounting Assistant</i></p> <p>Customer Bank reconciliations</p>

## Education

1989 - 1993	<p>UNITEC</p> <p><i>Bachelor's Degree in Finance</i></p>
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## Languages

English	 <p>Fluent</p>
Spanish	 <p>Native Language</p>