

Lola Moreno Pérez Palma

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April 5th, 1978

Mexican

Living in Estado de México

Graphic Designer

Advanced English

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Description

New Business Development Expert with a robust web of contacts that allow develop full service to the Brand Owners and enhance their brands.

23 years of experience with commercial and Technical knowledge in Graphic Arts and Packaging industry that serves as a great tool for customer support. Ability to create the necessary connections inside and outside the company so that businesses flow, materialize and grow. Lead teams with high motivation and focus on growth results. Focuses on Success.

Pro-bono collaboration in Packaging Industry

AMEE - Mexican Association of Packaging

www.amee.org.mx

President of Affairs and PR (December 2022 – actual)

Responsibilities

Create the link between Chambers and Associations, industrials, universities, consulates and government to create added value to the membership for open new opportunities of growth.

President (January 2017 – December 2018)

Responsibilities

Stablish connections between Industry Leaders, Government, Chambers and Associations related to the Packaging Industry in Mexico. Collaboration as Vice President from January 2014 to December 2016 and as President from January 2017 to December 2018 which It has allowed me to establish relationships of great value in the industry, to have updated information of different market sectors and collaborate actively for the growth of the packaging industry in Mexico.

Achievements

- Create gender equity in the Membership, grow the membership by 60%, refresh the contents of the courses and events and increase the cash flow, position the association as the best business and networking option in the industry.

Work Experience

Ennoventure (May 2022 – May 2023)

www.ennoventure.com

SASS Start – up from Dubai that creates a technology applied to the packaging for authenticate and connect packaging with the consumers.

Client Director Mexico:

Introduce Ennoventure's technology to the Mexican Market.

Responsibilities

Create the commercial strategy for Mexico, identify and develop clients.

Achievements:

- Strong communication campaign and presence in the Mexican market through Conferences, events and digital advertising.
- Start with the POC (Proof of concept) process with main brand owners and packaging producers in Mexico.

Veritiv (December 2020 – May 2022)

www.mexico.veritivcorp.com

Fortune 500 company leading providers of full packaging solutions.

Corporate Account Manager:

Develop corporate accounts at central zone. Leading the internal and external communication for sales team could be able to develop the account nationwide growth.

Achievements

- Increase sales and equipment contracts in accounts like BOSCH and Legget and Platt.
- Collaborate with Sourcing to develop new suppliers for central zone.
- Develop new corporate accounts like Avery Dennison, Bombardier, Faurecia.

WestRock, before **Multi Packaging Solutions** before **ASG Shorewood Group** (November 2012 – May 2020)

www.westrock.com

2nd biggest Paper company worldwide focus to bring a packaging solution for Brand Owners.

Core business: Printing of folding boxes, Special Packaging, labels and inserts, POP.

New Business Development:

Analysis of Local Market of high-end packaging, development of Marketing and Branding campaign for position the company in Mexico.

Development of 0 to 100% of key international accounts such as Revlon, Biersdorf, GSK, Mondeléz, Diageo, British American Tobacco, Henkel, Pernod Ricard, Bacardi, among others. Generating a portfolio of 8.5 million dollars per year.

Responsibilities

Local Market research of high-end packaging users, development of Marketing and Branding campaign for position the company in Mexico.

Develop New clients and business lines for all worldwide facilities mainly for Aguascalientes Plant.

Achievements

- Express in quantitative and qualitative terms the main achievements, defining participation, scope and results within each project.
- Development of 0 to 100% of key international accounts such as Revlon, Biersdorf, GSK, Diageo, Henkel, Pernod Ricard, Bacardi, IEQSA, ALFAPARF, among others. Generating a portfolio of 8.5 million dollars Annually.
- Manage and growth Mondeléz and British American Tobacco accounts.
- Develop a new "Full Service" Model for the brand owners like Edgewell bringing a complete solution of their needs working with a 3rd partner to bring Maquila, fulfillment, warehouse and distribution to retail.

Tycoon Entertainment Group (April 2011 – October 2012)

www.tycoom.mx

Licensing Agency and DVD producer and distributors.

Export Manager and Alternative Market LATAM

Responsibilities

Export Manager and Alternative Markets developer for Home Entertainment Industry in LATAM.

Achievements

- Manage and grow Distribution Channels for LATAM
- Develop Christian and Alternative Markets like Buddhist, Yogi, Historic Documental, Metaphysic, e.t.c. Increasing the sales with net new clients.

MacDermid (Aug 2009 – March 2011)

www.graphics.macdermid.com

Photopolymer Printing plates for Flexographic Industry

New Business Manager

Responsibilities

Development of key accounts nationwide

Achievements

- Development of key accounts nationwide that allowed to increase sales by 157% in a period of 9 months.
- Implementation of the "RADAR" system as a tool for strategic sales.

Schawk (January 2007 to July 2009)

www.schawk.com

Global leader in Pre-press and color management for the printing industry (Flexo, rotogravure, offset and digital) that bring confidence to the Brand Owners that their products will keep the color consistency in the shelf.

Account Manager

Responsibilities

Technical support and commercial development.

Achievements

- Development and Management (Henkel, Cargil, Coca-Cola, Kimberly Clark, Mars, General Mills, Bimbo) for brand management and technical advice in printing.
- Print Press Manager for the Procter & Gamble project and Schawk corporate accounts in Latin America. Certification of printers such as Smurfit and CCL for the management of P & G products.

Sánchez S.A. de C.V. (March 2004 - September 2006)

www.sanchez.com.mx

Inks and printing materials for graphic arts industry

National Commercial Manager

Responsibilities

Development, planning, logistics and execution of a project to introduce new Kodak and Sanchez products to the national market. Conformed and coordinated a team of 23 sales people and 2 technicians under my charge.

Achievements

- Develop new clients for the company from 0 to 100 with monthly sales exceeding \$3,000,000 pesos monthly in 8 months with an excellent gross profit.
- Lead and motivate sales team growing their sales with the existing clients bringing a full product portfolio support that allow them to increase their personal sales budgets in the company.
- Introduce successfully Flexcel and Narrow Web products in to the Mexican Market.

Provedora Flexográfica S.A. de C.V. (January 2003 – March 2004)

www.flexografica.com

Dupont main supplier and other Flexographic supplies dealer

Sales Representative

Responsibilities

Manage some local accounts and develop new clients for Bajío Zone and Mexico City.

Achievements

- Develop new clients for the company from 0 to 100
- Grow the existing accounts with a full portfolio of products.

Gráfica Villalba S.A. de C.V. (May 2001 – December 2002)

www.graficavillalba.com.mx

Pre-press, consumables, dies, flexo plates and labels.

Sales Manager

Responsibilities

Manage some local accounts and develop new Business for Bajio Zone and Mexico City and Metropolitan area.

Achievements

- Develop from 0 to 100 the market in the area of the Bajio, the potential customers of the area were captured as Smurfit, PCD, Inland, Weyerhaeuser, Titan, among others which caused that the branch of Queretaro was opened to provide pre-press service and sale of peripheral consumables to corrugated cardboard flexo printing.

EDS de México Área de Publishing GE. (Mayo 1999 – Abril 2001)

One of the biggest world wide Information Technology Consulting company acquired by HP latter.

Publisher

Responsibilities

Editorial design of manuals for the use of Rotors and Generators for the General Electric customer. Draft pilot and training of the area, process documentation for ISO 9000 certification, customer service and suppliers.

Achievements

- Increase productivity in the workflow with efficiency.

Editor: Editorial design of manuals for the use of Rotors and Generators for the General Electric customer. Draft pilot and training of the area, process documentation for ISO 9000 certification, customer service and suppliers.

Academic Preparation

Specialty: **Flexographic Printing**
Rochester Institute of Technology
Rochester NY, USA (November 2004)

Professional: **Graphic Design** (1997-2001)
Fine Arts Institute (EDINBA)
Xocongo #138 col. Tránsito

Trainings

Máxima Psicología de las Ventas	Carrera Internacional	September 2010
RADAR Strategic sales system	MacDermid, Atlanta Georgia	September 2009
GMG-Administración del Color	ECI-Xrite, México	Abril 2009
New Technology Flexo	Esko - Duseldorf Alemania	Drupa 2008
Cyrel Fast Eco-Technology	DuPont - Duseldorf Alemania	Drupa 2008
Hi Technology in Printing Process For Narrow Web	Gallus - México	18 – 19 Mayo, 2006
Flexcel NX Training	Kodak Graphic Communications Group - Minesota,USA	13-17 Marzo 2006
Overview of Flexography	Rochester Institute of Technology Rochester, USA	Noviembre, 2004
Digital Flexography	Creo & PFL México D.F.	Junio 2004
Alta Resolución Gráfica	IACOR	(Agosto 2002)
Productos de Empalme en	3M	(Abril 2002)
Certificación en Iso 9001	EDS de México	(Diciembre 1999 – Marzo 2001)
Procesos de Calidad Six Sigma	EDS de México	(Agosto 1999)
Archicad y Art-Lantis	Escuela de Diseño del Mueble y Decoración de Interiores JOFER	(Febrero 1999)