

# SONIA LAGUNA

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Sales & Business Development Executive with over 20 years' experience in closing international deals. I have significant experience in new markets entry strategy. A Latin America expert capable of building strong strategic business relationships, negotiating and executing international agreements, closing sales and meeting sales objectives. Goal-oriented self-starter with strong entrepreneurial spirit that works with minimum supervision. A natural leader capable of assembling or working well within a team. Able to travel extensively national and international.

## EXPERIENCE

**MARCH 2015 – MARCH 2018**

### **SALES AND BUSINESS DEVELOPMENT MANAGER, JUST 90 MILES**

International Tour Operator

Developed sales and marketing plan. Identified new business opportunities. Implemented sales strategies and closed sales. Negotiated in country agreements and maintain business relationships and manage and supervise in country collaborators.

**OCTOBER 2010 – JANUARY 2015**

### **DIRECTOR OF SALES AND BUSINESS DEVELOPMENT, DOMO FOODS**

Specialty Food Manufacture

Responsible for US and Latin American market entry strategy and sales. Identified, prospected and established relationships with strategic partners including Importers, Distributors, and Retailers. Secured US nationwide distribution with KeHE, UNFI, and DPI. Achieved retail placement in mayor supermarket chains, Whole Foods, Safeway, HEB, Albertson's, & BiLo/Winn Dixie. Managed the brokers network. Conducted product demonstration and supervise trade show activities (Expocomer Panama, Antad Mexico, Apas Brazil, Sial France, Anuga Germany, Fine Food Australia, Summer & Winter Fancy Food, Expo West, KeHE Summer and Winter Show, UNFI Tabletop Show, Unified Central Market and AG Show in the US). Responsible for preparing sales report, manage sales funnel and meeting sales goals. Grew sales 40% a year exceeding companies established sales miles stone.

**JANUARY 2008 – APRIL 2012**

### **COMMERCIAL DIRECTOR, ASOGOURMET A.G.**

Non-Profit Trade Association – Specialty Food Products

Responsible for helping over 150-small specialty food manufactures in Chile, members of the association, export their products. Responsible for Sales. Created and implemented the associations international export program including contract negotiation with importer, distributors, brokers and retailers. - Developed the US market entry strategy, marketing and promotional program - Dictated Seminars and Training Workshops on branding, product development, packaging, marketing, export plans preparation, and trade-show participation. Organized, Attended, Exhibited in national and intentional industry Trade Shows & Coordinated International Trade Missions.

**APRIL 2006 – SEPTEMBER 2007**

**COMMERCIAL DIRECTOR, ASEXMA CHILE A.G.**

Non-Profit Trade Association - Manufacture

Responsible for helping the 700 manufacturing companies' members of the association export their products by coordinating International Trade Mission and Trade Fair Participation (China, Germany, Peru, USA). Represented the association on government trade agreement negotiation. In charge of the planning and execution of trade shows, conferences, meetings, and revenue generating events. Created educational program for members.

**NOVEMBER 2003 – DECEMBER 2005**

**GENERAL MANAGER, HÄAGEN-DAZS® CHILE**

Master Franchise for Häagen-Dazs® Ice Cream for Chile – SL HOLDING

Developed the Haagen Dazs Café franchise for Chile - Negotiated franchise agreement with General Mills (parent company of Haagen Dazs) - Negotiated Real Estate lease agreements with major shopping malls - Supervised the building and opening of two restaurants, including the planning, equipment purchasing, hiring, training and running the business. - Accomplished equity sale to new investor in 2005.

**APRIL 2000 – OCTOBER 2003**

**VP SALES LATIN AMERICA, EPIK TELECOMMUNICATIONS**

Telecommunications Fiber Optics Network

Responsible for Sales. Developed Epik's international sales and marketing strategy. – Built up unique competitive advantage for the company by negotiating operating agreements with submarine cables landing in South Florida. - Established strategic alliances with international telecommunications carriers, which minimized investment funding from the company, while ensuring long term revenue streams. - Managed Latin American office, including P & L. Exceeded sales targets (100% in year 2001, 50% in year 2002) and margin targets (30% in years 2001 and 2002) - Hired, Trained and Supervised Sales Executives.

## **EDUCATION**

**B.A BUSINESS ADMINISTRATION, TRINITY UNIVERSITY, WASHINGTON D.C.**

**ESAE, PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE**

Graduate Program in Business Administration

## **SKILLS**

- Business Development
- Meeting Sales Goals
- Negotiation
- Coaching
- Relationships Building
- Entrepreneurship
- Strategic Planning
- Consulting

## **ADDITIONAL INFORMATION**

Bilingual – English and Spanish, US Citizen, able to travel 70% of the time, willing to relocate.