



# Eduardo Canicoba

MBA SALES & MARKETING EXECUTIVE

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Results driven and high-impact executive with +18 years of broad international sales and marketing experience across Latin America and North America. Proven track record of success at driving top sales results, building strategic relationships and developing strategies, tactics and plans. Demonstrated ability selling a value proposition and growing sustainable opportunities in fast-paced dynamic markets, delivering solutions to leading organizations and producing cost effective results. Reputation for building high performance teams and passionate about launching and scaling new products, services, and markets.

## STRENGTHS

- Customer Relationship Management
  - Account Management
  - Hands-on Sales B2C & B2B
  - Go-To-Market strategies
  - Product management
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- Team Leadership
  - Hard-working
  - Multicultural
  - Public Speaking

## EDUCATION

University of León, Spain  
MBA Master of Business  
Administration // 2003

University Iberoamericana, México  
Bachelor of Industrial  
Engineering // 2001

## OTHER EDUCATION

Catholic University Argentina  
Master in Management, Marketing, Law  
& Humanities of Sport // 2013

Ken Blanchard Companies (Miami, USA)  
Situational Leadership Seminar // 2012

University of Canberra (Australia)  
English Language // 1998

## LANGUAGES

SPANISH: Mother Tongue  
ENGLISH: Excellent  
PORTUGUESE: Intermediate  
ITALIAN: Intermediate

## PROFESSIONAL EXPERIENCE

### SONY MOBILE

// Buenos Aires, Argentina // 2017-Present

#### Sales Manager

Managing the overall relationship with key telecom accounts: Telefónica Argentina, Uruguay and Personal Argentina, driving the overall account strategy, portfolio, price positioning and determining plans per account to sell the value proposition. Position involves: driving strategic relationships with decision makers and accounts, negotiating sell-in volumes, attending quarterly negotiations with Telefónica in Spain, implementing sell-out programs and developing sales within new channels in order to increase revenue and market share. Leading a team of 2 people.

#### Achievements:

- Launched Sony at B2B segment, making Sony devices reach to Large and SMB accounts.
- Reached 3% market share share with Telefónica Argentina becoming the top sales account for Sony.

### WE BRAND ENTERTAINMENT

// Buenos Aires, Argentina // 2016-2017

#### Independent Consulting: Sales & Business Development Latin America.

Managed the agency project to expand their operations across Latin America, having as a step one the start-up of a branch in Mexico. Position involved: researching the requirements to open operations abroad, identifying business opportunities and prospecting key accounts to sell-in the agency services across the region.

### BLACKBERRY

Held the following 4 positions:

// Buenos Aires, Argentina // 2015-2015

#### Senior Manager, Strategy & Business Operations Latin America

Coordinated the implementation of all operational and strategic initiatives, being the bridge that adapted strategies, for Hardware, Software and B2B Value Added Services, to the business environment in LATAM. Position involved: reporting directly to the region VP, supporting in the design and implementation of strategies to accomplish sales targets, and overseeing new product introductions.

#### Senior Manager, Territory Sales Latin America

// Buenos Aires, Argentina // 2011-2015

Led commercial relationships with Telefónica and América Móvil in Argentina, Chile, Perú, Paraguay, and Uruguay, implementing programs to sell the value proposition, determining plans per property and driving strategic relationships with decision makers and senior executives, Position involved: leading overall Sales, Marketing, Hardware, Software and Value Added Services activities for B2B and B2C Channels. Managed an annual budget of US \$10M. Led Sales and Trade teams (25 people).

#### Achievements:

- Achieved best year ever (2012) with 470,000 units delivered; worth US\$ 105M.
- Surpassed 650,000 active users with Telefonica (US\$3.2M, 47% up vs. 2011).
- Implemented +60 ATL/BTL marketing campaigns, generating incremental sales of 200%.
- Achieved more than 52% of active subscribers within B2B segments in 2013.

## **BLACKBERRY Continued**

### **Channel Product Manager, Latin America**

// Waterloo, Canada and Miami, USA // 2010-2011

Drove uptake of the BlackBerry Value Added Services (VAS) platform with 30 telecom carriers across Latin America, developing product goals, marketing strategies, and tactics that delivered incremental revenue. Position involved: building and presenting the value proposition and strategy to internal stakeholders, carriers and in events across the region.

#### **Achievements:**

- Deployed BlackBerry App World store, reaching +90% penetration in Latin America.
- Launched the prepaid top-up application with the first carrier in the world (Telcel, Mexico).
- Implemented entry level and prepaid pricing strategies that were directly accountable for + 40% of incremental activations.
- Executed the distribution strategies to implement services such: BBM, Applications store, Carrier Billing Integration, and all core VAS across Latin America.

### **Carrier Sales Manager, Latin America**

// Miami, USA and Buenos Aires, Argentina // 2007-2010

Led BlackBerry sales adoption through the commercial management of Telefónica telecom groups in: Argentina, Colombia, Ecuador, Chile, Peru, and Uruguay, evangelizing BlackBerry as the new paradigm in mobile communications, consolidating B2B business and expanding to B2C. Position involved: building relationships with key decision makers and senior executives, presenting to key accounts, representing BB at key industry conferences and other speaking events and overall leading Sales, Marketing, Training, Hardware, Software and Value Added Services activities for B2B and B2C Channels. Led a Field Sales team of 20 people.

#### **Achievements:**

- Relocated to Argentina in 2008 (1st team member locally) growing the relationship with Telefonica from the embryonic stage to become one of the top carriers in LATAM.
- Developed events with Fortune 500 customers, SMBs, dealers, and retailers acquiring customers across 6 countries and 26 cities.
- Achieved best sales ever in Argentina in 2009: US\$ 12M and 128% growth vs. 2008.
- Launched 1st. campaigns ever aimed to consumer channels that were directly accountable for the sales expansion beyond B2B, reaching to +50% of users in B2C (2009).
- Developed campaigns to launch +25 device models achieving a growth of 128% in Argentina and 100% in Peru (2009).
- Launched BlackBerry Expert Sales Program being the first country in LATAM to implement the program.

## **BENQ LATIN AMERICA**

### **Regional Sales Manager, Latin America**

// Miami, USA // 2006-2007

Led commercial relationships with distributors and retail channels in the Andean Region (Colombia, Ecuador, Perú and Bolivia). Positioned BenQ portfolio in the region, growing existing channels and expanding to new distributors. Position involved account management of +20 accounts, leading Sales, Marketing, Product, Training, Hardware, and Logistics, monitoring an annual marketing budget of US \$3M. Led a team of 9 Product Managers.

#### **Achievements:**

- Achieved best sales ever in Colombia with US\$ 1.4M in Q1 2007.
- Achieved best performance ever in the region with 144% attainment in Q1 2007, worth US \$2.6M.

## **GENIUS LATIN AMERICA**

### **Regional Sales Manager, Latin America**

// Miami, USA // 2004-2006

Led commercial relationships with distributors and retail channels in Mexico, Caribbean, Colombia, Peru and Uruguay. Positioned Genius portfolio in the region, growing existing channels and expanding to new distributors. Position involved account management of +20 accounts, leading Sales, Marketing, Product, Training, Hardware, and Logistics, monitoring an annual marketing budget of US \$1,5M. Led a team of 4 Product Managers. M.

#### **Achievements:**

- Achieved sales records reaching revenues equivalents to US \$14.2M in 2 years.
- Surpassed targets year over year: 137% in 2004, 154% in 2005 and 193% in 2006.

## **AUDI OF MÉXICO**

Held the following 2 positions:

### **Sales Manager, Pre-Owned and Armored Cars**

// Puebla, México // 2002

Supervised the Audi Used Car Center Project implementation throughout the dealer network and overall business with armored cars. Leading the relationships with the dealer's network, supervising operations and compliance with brand guidelines, targeting to position Audi as the leading manufacturer of armored cars with the best certified pre-owned cars program in Mexico.

#### **Achievements:**

- Achieved best year ever in armored cars sold through the Audi dealer network in 2002, worth US\$ 3M.
- Contributed to the opening of the 2 first Used Car Centers in Mexico.

### **Events and Retail Marketing**

// Puebla, México // 2001

Developed marketing communication campaigns and promotional events such as, new car launches, motor shows exhibitions, test driving, golf tournaments, sailing races and equestrian competition, to highlight and strengthen the Audi brand, seeking to create awareness and become the benchmark within the industry. The position involved: coordinating communication, PR, and ATL/BTL campaigns through different agencies.

#### **Achievements:**

- Fully supervised the set-up of the exhibition at the Motor Show Mexico and the Scappino Cup.
- Participated in the creation of the launching concept for the new Audi A4.