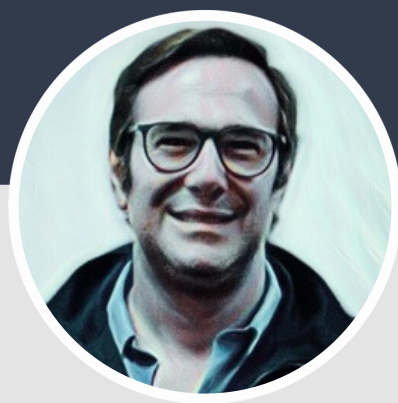


MAXIMILIANO TORRES ERRÁZURIZ

COMMERCIAL ENGINEER - MBA IN MARKETING - BILINGUAL PROFESSIONAL



CONTACT

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Santiago, Chile

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SKILLS

- Experience in Multinational and National Corporations,
- Goal Attainment,
- Collaboration, Negotiation,
- Leadership, Effective
- Communication,
- Digital Marketing

LANGUAGES

- Spanish (Native)
- Advanced English (Oral and Written; 83% Michigan Test - Chilean North American Institute)

REFERENCES

Cristián Rozas

Sales Manager - Imperial

Phone: (+56 9) 9218-8905

Nestor Quiroz

Sales Manager - Construmart

Phone: (+56 9) 7648-0337



SUMMARY

With more than 23 years of experience in sales and marketing within multinational and national organizations, I have led strategic teams and projects. I am dedicated to planning, execution, and achieving objectives, possessing exceptional skills in negotiation, business development, and commercial leadership.

Since 2023 - Founder of La Gelateria (www.lagelateria.cl), a pioneering online ice cream shop featuring a fulfillment model that provides high-quality artisanal ice cream and an enhanced digital shopping experience, with deliveries made within 90 minutes.

Passionate about sports, a former national squash player, and currently an enthusiast of paddle tennis, tennis, and racquetball.



PROFESSIONAL EXPERIENCE

IMPERIAL 

2021 - 2025

Sub-Distribution Sales Manager

Sales manager for the national hardware channel, overseeing a team of 23 sales representatives and two managers.

Sales, encompassing a portfolio of 1,300 clients, ensures adherence to the sales budget (US\$60 million per year), margin requirements, and sales coverage within its portfolio. Achieved a record sales year in March 2022. Developed the inaugural B2B portal exclusively for hardware stores.

CONSTRUMART 

2011 - 2020

B2B Sales Executive

Sales Manager for Construction Firms and Hardware Retailers in Las Rejas, Melipilla and Llo Lleo. He oversees a team of 10 salespeople and coordinators, managing a portfolio of 250 clients. He is responsible for monthly sales totaling USD 1.3 million and conducts analyses of EBITDA. Additionally, he successfully generates an extra USD 1 million per quarter in revenue through commercial agreements. He engages in negotiations with both national and international suppliers.

MTS  

2009 - 2011

Franchise Manager Metrocuadrado

Franchise specializing in home furnishings, affiliated with the Red Ferretera network. Development of sales strategies and alignment of franchisees. Actively pursuing new opportunities for store openings, resulting in the establishment of 12 new points of sale during its tenure. Negotiation with suppliers.

ARTEL 

2007 - 2009

Product Manager

Accountable for school and craft products, executing marketing and merchandising strategies. Develops a national craft workshop initiative and the 2008 annual action plan for Materia Prima Magazine, overseeing monthly publications.

HENKEL 

2001 - 2007

Brand Manager

Accountable for the Loctite Super Bonder and Pritt brands. Formulated marketing strategies and executed mass media campaigns. Successfully relaunched the Loctite Super Bonder brand, resulting in a 125% growth.



EDUCATION

Marketing M.B.A.

Gabriela Mistral University

2001 - 2002

Commercial Engineer

Gabriela Mistral University

1994 - 2000

Santiago College School

1981 - 1993