

Jorge A. Romero-Day

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SUMMARY

<i>Creativity</i>	<i>Strategic Planning</i>	<i>Execution</i>
A proven capacity in sales, marketing and planning to develop profitability growth through increasing revenues, new product/channel development, and resource/mix optimization. Track record of bottom line responsibility spearheading operational improvements, driving productivity and cost reductions. Principal talents include leadership, creativity and a strong ability to translate conceptual ideas into market realities.		

PROFESSIONAL EXPERIENCE

▣ JRD – <i>Startups/ Restructuring/ Interim Management</i>	2018-Present
▣ DSM Food Specialties ; <i>Regional President LATAM & DSM Landlord Argentina, Paraguay and Uruguay - Argentina</i>	2012-2018
▣ Andre Pectin, China – <i>Raw Material and Market Development Consultant</i>	2013-2016
▣ PANORD S.A. – <i>Managing Director/ Owner, Argentina</i>	2010 - 2012
▣ World Minerals/ Imerys – <i>Regional Commercial Director, South America</i>	2007- 2011
▣ AB Mauri, a division of Associated British Foods	2003 - 2007
<i>Regional Director, Mexico, Central America & the Caribbean</i>	2005-2007
<i>General Manager, Mexico (start up & greenfield) - Puebla, Mexico</i>	2003-2004
▣ PROSEGUR S.A.	2001 - 2003
<i>General Manager, Alarms – Argentina</i>	
▣ E.I. du Pont de Nemours and Company	1993-2000
<i>Regional Director – Strategic Communications & Food Initiatives – South America</i>	2000
Solae (formerly Protein Technologies International), a Du Pont Business	
<i>Area Director – Mercosur, Chile & Bolivia</i>	1999-2000
<i>Area Director – Southern Cone - South America</i>	1993-1999
▣ Eli Lilly and Co., Elanco Animal Health	1990-1993
<i>Product Manager – US</i>	1992-1993
<i>Product Manager – International</i>	1990-1992

PERSONAL

Argentina and USA citizenship, Brazil and Mexico resident permits. Married, 3 children, available for traveling, will not relocate.

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FOREIGN LANGUAGES

Fluent in English, Spanish and Portuguese. German working knowledge

EDUCATION

MS, Management; Krannert School of Management, Purdue University, 1990.
Concentration: International Finance and Marketing

MS, Agricultural Economics; Purdue University, 1985.

Major options: Analytical Methods and Finance

BS, Business Administration; ESAN - Foundation of Applied Sciences, Brazil,
1980.

COMPETENCIES

Leadership

Thinking through the organization's differences, defining them, and establishing them clearly and visibly.

- Coordinated independent Business Units in LATAM that doubled regional revenue in 4 years, with 17% margin improvement, and the corresponding organizational restructuring. **(12-16)**
- Organized and led multifunctional team that added US\$ 2,5 million revenue, and obtained the award to best commercial performance of 2013. **(12-13)**
- Drove strong cash preservation program, aggressive pricing strategy, and cost reductions to realign the South American region to new economic environment, resulting in 21% improvement in EBIT and 45% in FOCF. **(08-09)**
- Directed start up and greenfield processes in Argentina, Brazil, Chile and Mexico, which increased sales and profitability over project plans. **(93-99/03-06)**

Execution

The missing link between aspirations and results.

- Focused limited resources and technology development in largest opportunities leading to specific industry segment 3X revenue growth in Latin America, and consequential organizational growth. **(12-17)**
- Analyzed and defined market model which led to the closing of operations in Central America and the Caribbean which resulted in a \$2 million EBIT improvement for the region. **(05-06)**
- Integrated four companies in Latin America, in different stages of development, into a consolidated regional structure which allowed for a 20% EBIT improvement. **(07-08)**
- Established a results oriented culture during historical recession that enabled the most profitable business group in the country, and the was awarded the 2012 Best Global Operation. **(01-03)**

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Strategic Planning

Providing company capabilities to gain a sustainable edge over its competitors.

- Member of the Strategic Leadership Team of the company, which develops strategic and operational plans, both for global and regional implementations. **(14-18)**
- Developed communication strategy to media and customers that led to the capture of strategic competitive distributors. **(05-06)**
- Restructured company severely cutting costs, personnel and driving segmented target ABC1 marketing strategy, in anticipation of worst economic recession, which allowed to surpass forecasted EBIT. **(01-02)**
- Researched, designed and coordinated market development and customer needs strategy which focused on pricing/value model that provided a 40% increase in market share. **(98-99)**

Creativity

Expand, extend, develop, mature - and activate all the capabilities of the organization to reach its potential.

- Development of raw material supplier network, executing multiannual contracts for 60% of forecasts, variable/ fixed price formulas, and increase in terms to 60 days CAD, vs BL cash payments. **(14-16)**
- Created an association of non-competitive co-suppliers generating value added and critical mass in targeted markets, permitting for a larger market share and cross merchandising opportunities. **(97-98)**
- Designed incentive programs for all operative personnel leading to 20-45% productivity growth in all functional areas of the business. **(01-02)**
- Led South America Du Pont strategic business units with food industry capabilities to provide a larger value to key customers; which improved returns and growth to the corporation's Food Industry Enterprise. **(2000)**

REFERENCES

Supplied upon request.