

**LILIANA ISABEL VERGARA POMBO**  
**BOGOTA DC-COLOMBIA**

124 STREET AV 18  
MOBILE: +57- 3116654495  
SKYPE: LILIANA9391  
[VERGARA\\_LILIANA@YAHOO.COM](mailto:VERGARA_LILIANA@YAHOO.COM)



### **PROFESSIONAL PROFILE**

---

Engineer and Master in Business Administration, with knowledge of commercial, planning, coordination and management functions in the areas of sales, production, product development and special projects aimed at achieving the specific objectives of the area and the company.

With Leadership Skills, Commitment, dynamism, responsibility, Resourcefulness, ability to work in a team and under pressure, with customer orientation and results orientation

Direct negotiation with foreign suppliers and regional clients, solution of administrative, logistical or technical operation problems.

### **APPLIED STUDIES**

---

Diploma in Corporate Finance - EAFIT University of Medellín 2013  
STRATEGIC SALES PLANNING SEMINAR – BRENNTAG COLOMBIA 2010.

#### **MONTERREY INSTITUTE OF TECHNOLOGY IN MEXICO**

Masters of Business Administration

August 2000- August 2002

#### **UNIVERSITY OF SAN BUENAVENTURA**

Chemical engineering

January 1993- June 1998

#### **LA CANDELARIA SCHOOL**

Classical Bachler

November

**MASACHUSET INSTITUTE TECHNOLOGY (MIT)**  
**ADVANCED ENGLISH**

**SPECIALIST COACHING FOR FOOD MANUFACTURING AND PHARMACY COMPANIES**

At the moment.

**Main functions and achievements:**

- 1. Identify the points that prevent you from achieving goals
- 2. Work on identifying strengths and potentials.
- 3. Define business objectives and budgets
- 4. Develop strategies to achieve organizational objectives.
- 5. Improve the motivation of the sales team and its sales infrastructure.

**KHYMOS**

[www.khymos.com](http://www.khymos.com)

**AFTER-SALES COMMERCIAL DIRECTOR**  
**(December 2020 to March 2022) Main**

**functions and achievements:**

- Main management of the sales area of Post-sales products and maintenance and qualification services of Gas Chromatography, Liquid Chromatography and mass spectrophotometry equipment.
- Manage and sell preventive maintenance and qualification services for these chemical equipment for the health, chemical, cannabis and food sectors.
- Management and sales for private tenders, procedure and document management.
- Extensive management in Tenders with the State of Colombia, document control, review, etc.

**ADECCO MULTINATIONAL**

**BUSINESS DEVELOPMENT MANAGER OF THE ATLANTIC COAST**

(December 2017 to October 2018)

[www.Adecco.com](http://www.Adecco.com)

**Main functions and achievements:**

- Develop Marketing and Sales plans to increase the sale of outsourcing services on the Atlantic Coast. (BPO)
- Design plans to guarantee high standards, efficiencies, management indicators and market penetration
- Establish and achieve strategic alliances with clients to achieve effective outsourcing of the outsourcing service and in this way have a better service for the client in business units such as the area of Production, Logistics, Maintenance, Sales Force Service or north coast trade and marketing service.
- Implement market strategies for broad penetration and successful sale of the BPO service.

## **PETROLEUM INDUSTRIAL PRODUCTS (PROPEIN)**

### **GENERAL MANAGER, MEDELLIN- ANTIOQUIA**

SEPTEMBER 2012 UNTIL NOVEMBER 2013

Main functions and achievements:

- Administrative, Commercial and Financial Management of the entire Organization. Belonging to the ECOPETROLS.A Channel. Define, implement and analyze strategic planning. Establish commercial, administrative, financial, logistical, IT and internal control strategies and policies; coordinate and control the implementation of strategic plans and budgets in the processes in charge, as well as the use of material, human and economic resources, to guarantee the achievement of the short, medium and long-term economic results of the Organization.
- Periodically submit management reports to the Board of Directors and execute its decisions.
- Lead the Commercial management and the diversification process of the company at the national and Strategic level. Establish new markets, expanding the company's product portfolio with strategic National and International suppliers.
- Achieve as a team the increase in Sales and EBITDA of the company with a Better Gross Operating Margin
- Manage to expand the company's portfolio with other products similar to those existing in the ECOPETROL channel, such as ISO butanol, Methanol, rosin, among others.

BRENNTAG COLOMBIA SA

[www.brenntag.com](http://www.brenntag.com)

### **REPRESENTATIVE OF THE COMMERCIAL MANAGEMENT**

NOVEMBER 2008 TO SEPTEMBER 2012

Main functions and achievements:

- Advise and manage technically and commercially regional and international clients in General.
- Develop new clients and products to establish in the market. Carry out direct imports for clients, with management of nationalized product directly or that the client in turn nationalizes it.
- Manage sales in the Free Trade Zone and with Plan Vallejo.
- Manage commercially and with the client directly, carrying out continuous control of their sales, specific needs and portfolio.
- Develop new products to replace New Technologies in the market. Carry out Monitoring and Control of the Portfolio, the budget and inventories.
- Maintain high profits and good profit margins, despite having a strongly competitive market.
- Build and achieve good relationships with a portfolio of clients in the industry and detect new client needs.
- Achieve and achieve a 100 percent referral from nine manufacturing customers who had previously been dissatisfied with the company's customer service. I identified problems and worked closely with operations managers to regain their trust and develop mutually beneficial solutions. The so-called Win-Win.
- Sale of the entire portfolio of chemical products, commodities and specialties, including raw materials for the food and pharmaceutical sector such as preservatives, colorants, fragrances and flavors among others.
- Negotiation with foreign suppliers in case of a specific or new product development in the portfolio.

- Lead international sales, guaranteeing compliance with the budget in accordance with the company's strategic planning

**ALBRIGT & WILSON PAAD**

**LABORATORY MANAGER AND QUALITY ASSURANCE**

December 1997- August 2002

Main functions and achievements:

- Guarantee the quality of raw materials and the finished product.
- Lead the Good Manufacturing Practice & HACCP Program throughout the Organization.
- Serve suppliers in order to guarantee the quality of inputs and raw materials respectively.
- Ensure compliance with management goals and indicators.
- Manage and supervise research and development tests.
- Interpret Infrared spectrophotometry curves, and granulometric analysis, color matching graphs. (Hunter, L,a,b)
- ISO 9000, ISO 14000, BPM, and HACCP, Industrial Safety and OS

**LILIANA ISABEL VERGARA POMBO**