

CARLOS FEDERICO REY

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PERSONAL INFORMATION

- Identity card No. (DNI): 29.077.454
- Marital status: engaged with 2 children
- Nationality: Argentina
- Age: 39

WORK EXPERIENCE

03/2017 – 09/2019 - NZXT

Regional Sales Manager

- Commercial strategies for the brand's growth in Argentina, Uruguay, Paraguay, Colombia and Peru
- Sales in and Out, Channel development, trainings, business objectives target assigns and following, rewards business plan.
- Marketing plan and development for the entire distribution chain.
- Contact with influencers, gamers, streamers, reviewers, etc.
- Semanal, mensual, quarter and annual reporting about all points, forecast, market share, brand recognition and positioning.

04/2014 – 03/2017 - Thermaltake/Tt Esports

Channel Development

- Channel Development in Argentina, account monitoring and compliance with business objectives.
- Close business directly with distributors, resellers and retails, imports and inventories, efforts RMA channels and end customers.
- Presentations, events and trainings for final clients, channels and distributors.
- Modder (cases and cooling), gamer (master in SC2, Platinum at LOL, others) and enthusiast.

08/2009 – 10/2012 - D-Link Latin America

Country Sales Manager – Argentina and Uruguay (08/2011 – 10/2012)

- Managing the distribution of the brand in Argentina and Uruguay, in charge of the following responsibilities: strategy and business planning for all areas. RMA and DOA, FOB / EXW pricing, POs' approval, invoicing, book-keeping, projects, special pricing. Commercial Units Business, Retail and Telco. Additional responsibilities: Electrical certifications, financial statements, credit monitoring, communications (publications in "Clarín" newspaper and live radio programs), events and training in general, among other position-related responsibilities.

Business Sales Account – Run Rate + Projects (08/2009 – 08/2011)

- Demand creation on channels, focused channel selection by region and segment, training for distributors (sellers and PMs), training for the channel and end customer (government, private party, among others), forecast, special projects, channel development and wholesale distributors. Stock administration; forecast; general and specific discounts and promos.

07/2005 – 08/2009 – Stylus S.A.

Product Manager: Connectivity and Energy (07/2008 – 08/2009)

- Brands: 3Com, Encore, SMC and Emerson-Libert.
- Imports, sales control, stock rotation, campaigns y sale plans for channels, trainings, forecast, among other position-related responsibilities.
- Working with the brand strategies, achieving the number required for each one and making a good sale for all of them, even being competitors.

Brand Manager Assistant and pre-sales support (06/2006 – 07/2008)

- Brands: 3Com, Encore and Emerson-Liebert (Connectivity and UPS): Support and consulting for large accounts; development of price lists, discounts and promos; specialist in budgeting and assembly of special projects; pre- and post-sales support for resellers and end users. Visits to accounts' clients in provinces and the capital city. Training for sellers and resellers, interviews for Enfasys Magazines, among others.

Brand Manager assistant (07/2005-06/2006)

- Support for channels; development of price lists, discounts and promos, Support for sellers and customers. Visit to accounts' clients in Buenos Aires, among other positionrelated responsibilities.

9/2000 – 07/2005 - Marco S.A.

Advisory and technical salesman

- Microsoft: Consulting and seller for Windows Millenium Edition at Unicenter Shopping, Windows XP Windows at Compumundo, Frávega, Carrefour, among others. Advisor for Windows, Office XP and MS hardware.
- Compaq: Advisor at Showroom and seller assistant in "Plan Canje Compaq".
- Lexmark: Seller in retail companies: Frávega, Carrefour and Coto.

FORMATION

2007 – Unfinished

Universidad de Estudios Superiores Universitas

Ciudad Autónoma de Bs. As.

Remaining 10 subjects to obtain Degree on System Analysis and 2 subjects to obtain Degree on Analyst Programing.

1996 – 2000

Escuela Superior de Comercio Hipólito Vieytes

Ciudad Autónoma de Bs. As.

High School Degree: Specialization on Trade and Business

OTHER TRAININGS

Definition and Applicability of Marketing. Certificated by SENA University (Colombia)

Other certifications from online courses:

Introduction to Web Development	(Google + Ins de Econ. Int.)
Basic Course in Digital Marketing	(Google + Iab España)
Entrepreneurship in Cultural and Creative Industries	(Unesco + Unimooc)
Electronic Commerce for Entrepreneurs	(Ins. Econ. Int. + Unimooc)
Entrepreneurship in Silicon Valley	(Unimooc + Google)
Itinerary Entrepreneurship Actívate	(Google + Unimooc)
Being Entrepreneur	(Lanzadera + Unimooc)

HTML Design and JavaScript. Certificated by SENA University (Colombia).

3Com Networking courses: LAN Technologies 1, 2 and 3; Wireless LAN Technologies and LAN Network Design, and several technical and commercial courses.

Cisco Networking Courses: CCNA

D-Link Networks Course: Completed DAC levels (D-Link Advance Certificate): Connectivity, Wireless, Security, currently on Video Surveillance.

ABOUT ME

On the one hand, I have a strong technical background, self-motivation, ability to work under pressure, to build relationships and to focus on the customers and the results. Furthermore, I work on multicultural environments, I consider myself a fast learner and I have analytical, innovation and creativity abilities.

On the other hand, I love gaming, reading, modding, motorcycles, chess, travelling, social events and technology in general.

I have a strong passion for technology and sales, with a lot of knowledge and experience in both.