

Contact

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Top Skills

International Business

Cross-functional Team Leadership

Sales

Languages

English (Native or Bilingual)

Portuguese (Professional Working)

Spanish (Native or Bilingual)

Certifications

Category Management in the Food Industry

Best Retailing Practices

Social Media Consultant

Honors-Awards

Beta Gamma Sigma Honor Society Member

Alpha Sigma Nu Honor Society Member

Alpha Iota Delta Honor Society Member

Omega Rho Honor Society Member

Javier Leon

Grower Compliance and Marketing Manager at Amazon Produce Network

Clementon, New Jersey

Summary

Experienced professional with a demonstrated history of working in the food & beverages industry. Highly skilled in Negotiation, Sales, International Business, Market Research and Presentation Skills. Strongly motivated with an MBA and a Master's Degree focused in Business Intelligence and Analytics.

Experience

Amazon Produce Network

Grower Compliance and Marketing Manager

June 2014 - Present

United States

Developed a marketing plan and its implementation for selling produce to Whole Foods. Developing a plan for a joint venture with the major produce supplier of one of the largest European retailers.

Developing a marketing plan together with Costco to supply the market with Responsibly Grown fruit.

Work with the company's 45+ growers all over the Americas to make them compliant with Whole Foods' The Barn Initiative, obtaining a differentiation within the produce industry to be perceived as better-for-you. We achieved 100% increase in sales in the first year and 70% increase in the next year.

Developed a program to source Japan's largest club store with mangoes and limes.

Developed a program to source one of Europe's largest retailers with mangoes and pineapple.

Provide necessary information for the growers to be compliant with Walmart, Sam's Club, Costco, Whole Foods and other major retailers' regulations and marketing specifications.

Provide information about food safety certificates required to market the fruit in the U.S. market.

Developed a market study about Fresh-Cut to be used as the basis to negotiate the creation of a Fresh-Cut plant in Brazil in order to provide

convenient packaging in fruits and vegetables for the largest retailer of the Country.

Saint Joseph's University - Erivan K. Haub School of Business

Adjunct Professor

August 2017 - Present

Greater Philadelphia Area

Developed a teaching dynamic based on the Adult Learning Principles in order to ensure that students are engaged and understand the content that is being presented to them.

Developed content to ensure that students understood the importance of the central concepts to each chapter by associating them to real-life experiences and Industry-based cases.

Created presentations, exams and papers to evaluate the contents taught in two different classes, DSS Courses include: Foundations for Business Intelligence and Business Analytics for BI.

Saint Joseph's University

Research Assistant

January 2013 - May 2017 (4 years 5 months)

Greater Philadelphia Area

Research, assist, find, collect and organize multiple sources and relevant information for 20+ faculty's research projects.

Direct report to the Management Department Chair, along with direct collaboration on her research projects.

Reduced the required time for data collection and organization by 50% by applying FIFO.

Social Media Consulting SJU

Project Manager

September 2013 - December 2013 (4 months)

Philadelphia, PA

Recognized by PCHC's directors (the Client) for providing innovative strategies in Social Media Marketing)

Developed a Marketing Plan for Philadelphia Coordinated Healthcare (PCHC) to use social media outlets.

Developed a Two-Stage Marketing Plan for PCHC to create ads and campaigns in Facebook, Twitter and LinkedIn in order to manage their social media and attract healthcare professionals, generate advocacy and outreach in the Greater Philadelphia communities.

Tequechoco

Manager

January 2011 - April 2013 (2 years 4 months)

Caracas, Venezuela

Managed the Marketing Mix (Product, Place, Price and Promotion) of the appetizers business, introducing the company to large customers such as restaurants, hotels and bars.

Coordinated sales' department activities and functions: Developed a calendar that allowed the salesmen to create an efficient schedule for contacting and promoting various products in the Firm's portfolio.

Created new promotions to grow new corporate clientele. The promotions grew the business by 50% during its first year of implementation.

Empresas Polar

SAP Analyst

April 2009 - December 2012 (3 years 9 months)

Caracas, Venezuela

Led the training for over 300 people ranging from Business Directors, Regional Managers, and sales managers on the use of SAP CRM. The solution incremented the controls over a budget close to 25% of net sales and reduced the annual planning process by 2 week

Supported the commercial segments –Distribution, Sales, Logistics, Finance and Accounting- of the brewery business during SAP implementation.

Led the migration of data from the previous business system to SAP, reducing data migration times from three weeks to one.

Led the development of quality environments to train with hands-on experience the sales, logistic, distribution, finance and accounting departments in SAP.

Led On-Site support after SAP implementation, successfully reducing support time by 50%.

Education

Saint Joseph's University

Master of Science - MS , Food Marketing · (2017 - 2018)

Saint Joseph's University

Master's Degree, Business Intelligence and Analytics · (2015 - 2017)

Saint Joseph's University

Master of Business Administration (M.B.A.), Marketing · (2013 - 2015)

North Carolina State University

Summer Practicum, Manufacturing Engineering · (2009 - 2009)

Universidad Católica Andrés Bello

Engineer's Degree, Industrial Engineering · (2002 - 2009)