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**KERRY VARGAS**


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**OBJECTIVE**
**A Sales & Marketing Position.**
**EXPERIENCE**
**Asante, Inc.**

Las Vegas, Nevada – 2000 to Present  
 A privately held corporation providing international consultant and agent services.

**VP INTERNATIONAL**
***Professional Qualifications:***

- Knowledgeable and experienced in the multi-faceted arena of international sales, marketing and administration.
- Responsible for developing sales and marketing business plans and report analyses.
- Qualifying distributors and building strong business relationships.
- Experienced in start-up operations in the European Union and managing subsidiaries in diverse cultural markets.
- Reputable qualities include strong commitment to quality management, ability to adapt to diverse environments, flexibility with travel schedules, effectively work with different business cultures, providing professionalism, integrity and humor.

***Notable Achievements:***

- Increased sales volume 30% for client distribution to South & Central America, Middle East & Africa.
- Doubled sales volume in Africa.
- Secured new European distribution channel for major North American ethnic brand.
- Pioneered new international products. Created new line extensions for major skin care brand.
- Spearheaded the development of new skin care line from formulation to artwork. Negotiating licensee contracts in Middle East and South Africa
- Negotiated contract agreements with new and existing clients.
- Visited international customers to develop country specific products and programs

**Bonne Bell, Inc.**

*Cleveland, Ohio - 1982 to 2000*

A privately held corporation, manufacturing Health & Beauty Care products. 1999 targeted sales are \$100 million. International represents 10% of this sales volume.

**DIRECTOR INTERNATIONAL,**

*Lakewood, Ohio - August 1994 to January 2000*

- Increased sales volume 25%.
- Set up distributors and sales agents in Europe, South America, Asia and the Middle East.

- Spear headed the acquisition of an Austrian company that resulted in the formation of a new European branch.
- Created a European Business Plan.
- Corporate liaison to the Australian subsidiary resulting in tripling the sales volume.
- Successfully set up a sales broker agency in the Middle East.
- Reformulated sales strategy programs with Japanese joint venture operation.
- Negotiated contract agreements.
- Established export prices.
- Responsible for improving the customer profit margin 3%.
- Developed new international products.
- Visited international customers.

### **Western National Account Sales Manager,**

*Chicago, Illinois - October 1990 to August 1994*

Managed over 25% of the companies sales volume. Motivated and developed three Key Account Sales people in the USA. Increased sales 40% to \$14 million. Developed national accounts, e.g., Target, Walgreens, American Drug stores, Thrifty/Payless, Toys R Us, Military etc.. Controlled the respective advertising and promotional budgets.

### **Western Regional Sales Manager**

*Los Angeles, California - July 1988 to October 1990*

Responsible for managing, motivating, developing and recruiting 12 sales people and 3 sales brokers in 10 western states, Alaska and Hawaii. Increased sales 33% to \$5.4 million. Directed the sales for corporate, direct retail, wholesale and service merchandisers. Managed the respective regional advertising and promotional budgets.

### **Unit Sales Manager,**

*Chicago, Illinois - March 1984 to July 1988*

Started as Territory Sales Manager, increased sales territory 30%. Promoted to Area Sales Manager. Managed 3 sales people and 2 merchandisers in 6 Midwestern states. Increased sales of my major account, American Drug Store, 40% to \$1.5 million. Successfully expanded all channels of distribution.

### **Territory Sales Manager,**

*Indianapolis, Indiana - August 1982 to March 1984*

Successfully developed accounts in Indiana, Kentucky and Ohio leading to a 50% sales increase.

**PROFESSIONAL  
MEMBERSHIP**

Latin American Business Association, Greater Cleveland Credit Group

**COMPUTER  
SKILL**

AS400, JD Edwards, Microsoft Windows '95, '98 & Millenium. Microsoft Office Suite, PageMaker, WordPerfect, Basic Quark, Adobe PhotoDeluxe, PowerPoint, QuikBooks Pro

**EDUCATION**

Bowling Green State University, Bachelor Science Degrees, Bowling Green, Ohio

Web based version available at: <http://www.mymac2u.com/KerryVargas/>