

**Monica Perdomo**

## **SUMMARY OF QUALIFICATIONS**

A well-rounded, highly experienced business professional with a robust international business, marketing, vendor relations, sales, product development, and project management background with over 20 years of experience. Adept at managing cross-functional teams, driving business growth, and developing long-term, collaborative partnerships. Known for creativity, strategic thinking, and problem-solving skills in fast-paced, high-stakes environments. Fluent in Spanish.

## **PROFESSIONAL EXPERIENCE**

### **EDGE INDUSTRIAL TECHNOLOGIES — *Wilder, KY***

**Inside Sales Representative** | *July 2019 – June 2020*

Manufacturer of industrial machine knives used in packaging, processing, printing, and converting.

- Managed vital accounts nationally and internationally, tailoring solutions to customer needs.
- Collaborated with Regional and Territory Sales Managers to implement sales strategies and meet objectives.
- Provided exceptional problem-solving and engineering support to clients, maintaining strong relationships.
- Contributed insights on customer purchasing patterns to enhance sales strategies and deepen client engagement.

### **COOLANT CONTROL INC. — *Cincinnati, OH***

**Diversity Marketing Manager** | *March 2016 – January 2019*

Manufacturer of industrial lubricants and chemicals.

- Increased sales leads by 90% through national prospecting and expanding tier-two accounts.
- I developed and nurtured relationships with minority-owned corporations (Honda, Toyota, Dana, etc.).
- Collaborated with the Director of Marketing on bids and proposals to increase minority supplier diversity.
- Reported quarterly on minority spending initiatives, ensuring compliance with corporate diversity goals.

### **THE VERDIN COMPANY — *Cincinnati, OH***

**International Product Manager** | *October 1999 – November 2018*

Manufacturer of bells, carillons, clocks, and memorial products.

- Led international sales efforts in Mexico, Central/South America, and Asia, focusing on churches, municipalities, and commercial markets.
- Created bilingual sales materials and brochures tailored to Spanish and Asian markets.
- Managed product design, customer service, order fulfillment, and post-sale support for monument products.
- Recruited and trained sales representatives, expanding brand presence in international territories.

### **AUTO-VEHICLE PARTS COMPANY — *Cold Spring, KY***

**International Sales Manager** | *June 2013 – October 2013*

Global distributor of body hardware and specialty fasteners.

- Developed and managed distributor relationships across global markets.
- Led sales efforts to increase international market share, negotiating terms with global partners.

## **BUSH TRUCK LEASING INC. — *Mason, OH***

**Corporate Division Manager** | *May 2007 – September 2009*

An industry leader in truck leasing and maintenance services.

- Led budgeting, forecasting, and strategic planning for the region's growth
- I negotiated \$50 million in accounts, grew sales by 110%, successfully expanded the territory, and managed and developed leasing portfolios in the Southeast U.S., overseeing 3,000 leases.

## **TOTES>>ISOTONER — *Cincinnati, OH***

**International Buyer** | *September 1998 – June 1999*

Manufacturer of weather-related accessories.

- Managed coordinating new product lines for retail distribution in the U.S., Canada, France, and the UK by working closely with designers and vendors to ensure product specifications were met for labeling and packaging.
- Resolved logistical issues and expedited critical orders across international supply chains.

## **DIRECT SOURCE INTERNATIONAL INC. — *Cincinnati, OH***

**Marketing Account Manager** | *May 1997 – June 1998*

Distributor of nonperishable products from Asia to U.S. grocery markets.

- Managed vital accounts (Bunzl Baskets, Mr. Coffee) and collaborated on category development and merchandising.
- Conducted vendor selection, ordered samples, and monitored shipping and quality control.

## **CHIQUITA BRANDS INTERNATIONAL INC. — *Cincinnati, OH***

**Projects Operations Manager** | *June 1994 – April 1997*

Global producer and distributor of fresh fruit and processed food products.

- Project Manager, Great White Fleet Division
- Senior Assistant, Finance & Treasury
- Telecommunication Service Representative, Great White Fleet Division

## **EDUCATION**

**University of Cincinnati, Ohio**

Bachelor of Business Administration in International Marketing and Management (Double Degree)

**Dale Carnegie Training, Ohio**

Sales Advantage Course and Building Relationships Certification

**American College of Musicians**

Certification, National Piano Playing Audition, National Member

## **ACHIEVEMENTS & AWARDS**

- Board of Directors & Membership Services, *Hispanic Chamber of Commerce of Greater Cincinnati* (since 1998)
- Appointed Civic Leadership Academy; March 2, 2024
- V. Anthony Simms-Howell Founding Member Award for 23 Years of Excellence; November, 2019
- Honored by the U.S. Department of Commerce for success in exporting and international negotiations across 45 countries