

# Resume

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## Objective

- A position making use of my skills in international business. Being a successful professional able to be a trouble solver and achieving objectives providing quality results.

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## Strengths & Qualifications Summary

- Bilingual: Spanish (Spoken, Written, Reading & Understanding) (Native)
- English (Spoken, Written, Reading & Understanding) (Advanced)
- Team work and Pressure management
- Goal oriented
- Negotiation & Sales skills (Client treatment, contracts and business evaluation)
- Public relations
- Ability and enthusiasm for learning and adapting to new processes and situations.
- Persistence in problem solving and willingness to perform any task.
- Experience in Finance (Trust Management & Financing Promotion)
- Experience in International Business (Joint venture, International commerce, marketing & international fairs)
- Experience on developing Exports Projects (Especially in Food & Drinks, Jewelry, Leather & shoes and textiles)
- Experience with ISO 9000 application and management (International fairs in Bancomext)
- 5 S's application and management (Bancomext)
- Experience with logistics.
- Computer skills (Word processing, Excel, Power point, Internet)
- Experience with media plans.
- Trade marketing.
- Tequila and Mexican Spirits Expertise.

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## Professional Experience as a Professional

- Latino Americano High School (Mazatlan): (México 1999-2000):  
Professor on Politics and Philosophical Texts, English, Logics, Social & Economical Structure.
- English Plus Computation Academy (Mazatlan) (México 1999-2000): English Teacher.
- Financing, Valuation & Trust administration in Banrural (México 2000-2002):
  - Banrural (Chihuahua): Financing, Valuation, Trust administration & Business Development in Banrural; Was in charge the management assistance for FOFAE, FOSEG & CONACYT. We used to have the comparative advantage with the Private Bank System; giving them a complete service as a management agency and not working just as a bank, in order to keep our clients and to get more getting approach of the institution services.
- Bancomext; Support, consulting and advisory for International Business Development to Mexican pymes with & without exports Experience. (Mexican Trade Commission). (México 2002-2005)
  - In charge Tequila Sector (Mexican spirits), Food and Drinks sectors. In this period develop exports and marketing plans for tequila industry in the next countries: United States, Central America, South America, Japan, Singapore, Hong Kong, China, Russia, Spain, United Kingdom, Germany and Holland.
- Alias Smith AB; Sales Manager (Sweden 2008-2011):  
In charge of developing sales and distribution in the European Union. During this time we develop the Scandinavian market and the European Union distribution network (sales), for Mexican spirits. Support with international marketing, fairs and public relations for European reporters and TV Shows. In charge of logistics, consolidation and exports
- Tequilas Del Señor; Manager of New Markets: (México 2008-2011)  
Management and achievement (International Business Development) for new markets for Tequilas del Señor (In Charge of Asia, South America and Central America as target). Implementation and development of International Sales strategy and finding Chinese and Indian suppliers in order of take advantage of cheaper consumables based on benchmarking.
- Exporto.es International Sales Manager for China, USA and Mexico (España 2011-2013)  
Management and achievement (International Business Development) (In Charge of Worldwide Selling). Implementation and development of International Sales strategy.
- Destiladora de Agave Azul: Marketing and Int'l Sales Director; (México 2011-2013)  
Directing, Management and achievement (International Business Development) (In Charge of Worldwide Selling). Implementation and development of International Sales strategy.
- Smart Distributors: Marketing and Int'l Sales Director (USA 2011-2013):  
Directing, Management and Achievement (International Business Development) (In Charge of Out of State and Worldwide Sales. Based on Metroplex Supporting the On and Off Premise). Implementation and development of On and Off PREMISE, Out of State and International Sales on Tequilas, Mezcal, Mexican, Californian, Ribera del Duero Wines, educating in sensorial appreciation.

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- **Freelance; Management of (International Business) Sales, Marketing, purchasing, Logistic and Legal Advisory for:**
    - Aguacate (Japan) Marketing research and strategy; for merchandising Mexican food and beverages, in Japan (Freelance).
    - Sonora group (China) Management of shipping and warehousing, legal advisory and contracts in Mexico (Freelance).

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- Advisory and support for Business Plans development to Universidad de Guadalajara Pro Tequila Industry in the United States of America's Market, in the TIEES program of USAID in collaboration with the University of Notre Dame (Academic).
- Tequila Selecto de Amatitan's International Sales and Marketing Development: European Union, Central America and United States development of marketing according the country's legislation, advertising, sales force and all concerned for target's budget (Freelance).
- Sotol Hacienda de Chihuahua. Help and advisory as broker to get into European Union (Freelance)
- PALVEG. Development of international business (Yonito Diapers) (Freelance) Implementation and Business Development for a worldwide promotion, International Purchasing, contracts, sales and Logistics.
- La Mexicana: Finder of Mexican products for launching into The United States Market. (2009)
- CH Multicolor. Development of Chinese suppliers, bench marking and logistics advisory.(2010)
- Yuxi Agave Syrup: International Sales (Mexico 2010-2012)
- Licor 43 (Managed through Exporto for the Markets of China, Japan, Korea and Taiwan)
- Guangzhou Chichenltza in CHINA; Wine and Spirits Buyer (China 2011-2012)
- Three H Imports: CEO (USA 2011-2012)
- Pure Green Vodka; International Sales (2013)
- BRU-XO MEZCAL: Texas Brand Ambassador (2014, 2015)
- Spirits' Mexican Institute; Trainer Member (2014, 2015)
- Cowriter in the Second Edition of the book; The Art of Knowing, Tasting y Admiring Tequila by Juan Bernardo Torres (2015).

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## Education

- Bachelor's Degree on International Commerce, U.A.S. (Sinaloa's Autonomous University ) Since 1996 until 2000.

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## Additional Academic Education

- English Course, U.A.S.' Language Center since February 1997 until October 2000
- English Course, Language School ITESM since August 2000 until March 2001
- International Commerce Legal Aspects Seminar, CAPACINTER June 1998
- Economic block Seminar European Union, Pacific Basin & NAFTA, UAS October 1999
- Fourth International Congress of foreign commerce, ITESM October 1999
- Sinaloa's Investment Policies for Indonesia, UAS June 2000
- Electronic Commerce Course, UAS (Sinaloa's Autonomous University) March 2001
- 5 S's + 1 Course and application, Standard System & Human Aspects October 2003
- 5 S's + 1 Course and application, Development of a better work and life environment November 2003
- Europe an Expansion Market Seminar, BANCOMEXT since October 2004 until October 2004
- Awarded by UAS (Sinaloa's Autonomous University) at the scientific and academic week in 2005.
- Seminar of United States' Economy Impact in your company, COMCE 2008
- Awarded by UAS (Sinaloa's Autonomous University) in the speech Incurring Into New Markets November 2008
- Seminar by Promexico (Mexican Trade Commission) on Internationalization Plan for Companies which want to export to The European Union, March 2009.
- Course by Notre Dame University on Strategic Management and Innovation, April 2009.
- Course of Innovation Technology applied to marketing and sales; Promexico (Mexican Trade Commission), March 2009.
- Course of Tequila tasting and Sensorial appreciation by Vino y Capacitación (Wine Training) June 2010.
- Seminar of Internet Marketing Experts 2010 Congress by Afinando Ideas (Congress and Marketing); May 2010.
- Awarded by UAD (Durango's Autonomous University) for giving a conference about the business plan for incursion and diversification at international markets in 2012.
- Conference; Tequila in the International Commerce, In Pro Agave 2012.

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## Diplomas Degree

- English Diploma Degree applied to International, Business UAS (Sinaloa's Autonomous University) Since March 2000 until July 2000
- Accounting Degree for no accountants Diploma Degree, EDUCACION CORPORATIVA (Corporative Education) Since February 2002 until April 2002.
- Business Administration Diploma Degree, EDUCACION CORPORATIVA (Corporative Education) since June 2002 until September 2002.
- Foreign Trade Diploma Degree, BANCOMEXT (Now Promexico -Mexican Trade Commission), since November 2002 until April 2003

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## Professional Experience as Student

- Señor Frogs' Official Store (Mazatlan) : In charge of sales
- Pura Vida Restaurant (Mazatlan) : Waiter and Juice Bartender.
- Banrural (Mazatlan): Management Assistant, Suppliers and Material resources.
- ISSSTE Super Markets (Mazatlan): Management & Accounting assistant, in charge of providers and payable accounts.
- Sam's Club (Mazatlan): Cashier and customer service.
- IGARTUA Advertising (Mazatlan): Sales and Public Relations.
- Café Marino (Mazatlan): Café Marino as professional practices/social service.