

# Alejandro Fiallos Navarro

[afiallosn@yahoo.com](mailto:afiallosn@yahoo.com)

---

## **SENIOR SALES & MARKETING MANAGEMENT EXECUTIVE**

- ~ **International Background – North/South/Central American Markets ~**
- ~ **Valuable Network of Contacts Spanning Nearly All Market Channels ~**
- ~ **Skilled In Reducing Marketing Costs, Managing Cross-Functional Teams and Successfully Administering Budgets ~**

Management and Administrative Executive with more than ten years of intensive experience in all aspects of government management and more than twenty years in private and multinational corporations, setting and coordinating execution of strategies, supervising marketing, production, sales, planning and developing policies, procedures and controls.

---

## **Work History**

**AFIN International Consultants, Inc.**  
Miami, Florida, USA.

February 2007 to present

- Consulting in acquisition and procurement guidance. Procures and plans acquisitions for standard or specialized items, servicing/or construction contracts.
- Management consulting, tactical plans, budget formulations.
- Supervised the development of strategies, execution of major and non-major projects.

**National Port Authority, Managua, Nicaragua**

July 2005 - January 2007

**Executive President. Member of the government cabinet**

- Coordinated strategic plans of the development of 6 maritime ports in Nicaragua.
- Directly managed 20 division chiefs, with more than 400 employees.
- Established record figures in the management and handling of ships. (1.6 to 2.7 Million MT/2K to 40K TEUS)
- As Vice President of the OAS Interamerican Commission of Ports, studied 20 of the most important Ports in Latin America, USA, the Caribbean and Spain.
- Responsible for successfully adding Nicaragua as a member of the American Association of Port Authorities (AAPA)
- Organized more than 50 meetings with Nicaraguan authorities, private sector, international commerce associations to interchange knowledge of laws, experiences and modern initiatives.
- Promoted SISTER PORTS agreements with 7 cities and signed agreements with 15 Ports.

**Candidate to be the Mayor of the City of Managua (Capital of Nicaragua).**

August to November 2004

- Municipal general elections of the year 2004. Running with the new political party ALIANZA POR LA REPUBLICA (APRE) that was a democratic alliance between different national political parties.

**Municipalities National Institute (INIFOM), Managua, Nicaragua.**

March 2003 - August 2004

**Executive President. Member of the government Cabinet**

- Promoted the development and institutional strengthening of 152 towns in the Country of Nicaragua.
- Negotiated seven international agreements to decentralize and develop local governments.
- Worked with World Bank, IDB and aid agencies of Denmark, Finland, Switzerland, Holland, Spain, and Germany.
- Negotiated assistance worth US\$ 250.0 MM from the above mentioned countries and institutions.
- Promoted Sister Cities Agreement between 90 Nicaraguan cities and cities around the world. Implemented decentralization policies in all 152 municipalities.
- Acted as speaker on behalf of the Nicaraguan government in 5 South American countries, and all six Central American countries on Municipal Organization.

- Nicaraguan Post Office, Managua, Nicaragua** Aug. 2002 - March 2003  
**Post Master General Executive President. Member of the Government Cabinet**
- Reversed the declining tendency of the institution in financial terms in the quality of national and international services.
  - Developed new services such as payment to SS recipients, invoicing and delivering utilities, credit card statements in the entire country for government and private institutions which led to a substantial increase in the volume of sales. Acquired new large accounts.
  - Supervised the designing and promotion of online services; the money transfer services between Nicaragua with the USA and Nicaragua with Costa Rica.
  - Started the Zip-Code project in Managua (Capital) and in the three most important cities in the country.
  - As Member of the American /Spain/Portugal Postal Union, represented the Nicaraguan government the date meeting at headquarters in Montevideo, Uruguay.
- Presidencia de la Republica de Nicaragua, Managua, Nicaragua** Jan. – Aug. 2002  
**Secretary of Social Communication**
- Designed the communication strategy for the entire government.
  - Spoke person for the President of Nicaragua.
  - Coordinator of more than 100 meetings and relationship with all domestic and international news agencies.
- Liberal Party (Partido Liberal Constitucionalista), Managua, Nicaragua** Nov. 2000 – Nov. 2001
- Managed the press and was the spokesperson for the candidate, who was the elected president.
- Vice Mayor candidate for the city of Managua in the year 2000 municipal elections (November).** Nov. 1999-2000
- Running with Partido Liberal Constitucionalista (PLC).
  - At the same time was serving as a Councilman for the City of Managua (Capital of Nicaragua).
- Ministry of Transportation & Infrastructure. Managua, Nicaragua** Oct. 1998 – Nov. 1999  
**Vice Minister. Member of the government cabinet**
- Coordinated mass transportation on a national level.
  - Supported the President and Minister in the plan of construction of new roads.
  - Attended emergency situations caused by hurricane Mitch.
- Mayor's Office, Managua, Nicaragua (Capital of Nicaragua)** Jan. 1997 – Sept. 1998  
**Councilman**
- Secretary of the Municipal Council.
  - Highly involved in the transportation system of the Capital, Managua. Developed and designed 60 routes in the city. Visited the city of Curitiba, Brazil and learned their excellent system that was later to be implemented in Managua.
  - Developed the “sporting centers” in each district of the city to improve the quality of live of the youngsters.
- The Coca Cola MILCA Bottling Company. Managua, Nicaragua** July 1994 - October 1997  
**Marketing Manager**
- Coordinated and executed local marketing plans received from Headquarters.
  - Re-designed routes for better time and faster service in 15 of the most important cities in the country.
  - Introduced to the market the “bottled water” product FUENTE PURA. Started as pioneers for the consumers.
  - Introduced to the market the FRESCA, KINLEY SODA and RED FANTA brands.
- Flor de Caña, F. Alf. Pellas & Co. Managua, Nicaragua** Feb. 1990 – July 1994  
**General Manager**
- Managed all of the channels of distribution of the rum Flor de Caña on a national level.
  - Coordinated the promotion of the brand and implemented the marketing strategy.
  - Supervised more than 400 of employees.

**National Food Industries, Inc. / Sunshine Snacks Ltd.,** Miami, FL. Mar. 1981 – Dec. 1989

**Marketing and Sales Manager.** (1984-1989)

- Designed and implemented the strategy of commercialization of Snacks products.
- Introduced the “Mariquitas” brand to the most important US chains of supermarkets in Miami (Publix, Winn Dixie, Pantry Pride, Sun supermarkets)
- Researched and signed contracts with distributors in the most important Spanish markets in the US. (Chicago, LA, NY, Texas, etc.)

**Production Manager.** (1981-1984)

- Guaranteed the production of products. Maintenance and acquisition of fryers, ovens, conveyor belts, packaging machines.
- Managed two daily shifts with more than 30 employees.
- Developed new product lines (pork rinds, cassava or yucca chips). Maintained steady supply of raw product from different producers. (US and Central America).
- Developed contract for private labels (Frito Lay an ERIC’S from Puerto Rico).

**Industrial Cervecera, S.A. Cerveza Toña. (Brewery Manufacturer).** Managua, Nicaragua Nov. 1976 – Feb. 1981

**Marketing and Sales Assistant Manager**

- Implemented and supervised channels of distribution to support the distribution process in the entire nation.
- Designed and implemented 70 routes in the entire country.
- Hired sales and support personnel (200+) for the new routing system.
- Supported promotions and marketing efforts.
- Launched the brand in the year 1977.

## Education and Skills

- **Bachelor of Science, Business Administration,** Managua, Nicaragua. Sept. 1974-Dec. 1978  
Universidad Centroamericana (UCA).
- **Verbal/ written communication skills:** English: fluent; Spanish: native fluency.
- **Computer literacy:** Microsoft Suite -Excel, Word, Power Point.
- **Multiple seminars in:** Quality Control at Ohio State University Columbus, Ohio, and at Fort Worth, Texas. U.S. Dpt. Of Agriculture; Competitive Marketing (INCAE, Harvard Branch in Central America) in Costa Rica; Packaging and Pricing seminar, Coca Cola Interamerican, Corp. San José, Costa Rica; Supervising route distribution effectiveness. The Coca Cola company, Caribbean division. Barbados.
- **International multicultural experience:** Lived, studied, and worked in the USA and Nicaragua. Traveled throughout most of North, Central, South America, the Caribbean and European countries.

## Others

**President,** Central American Maritime Transportation Commission (COCATRAM) Aug. 2005-November 2006

**President,** Central American Maritime Transportation Commission (COCATRAM) August-November 1999

**Director,** Central American Corporation of Aero Navigation Services (COCESNA) Oct. 1998 – Oct. 1999

**Promoter,** different sporting events of high public exposure

**Member** of different sport boards: Founder and President “GRAND PRIX MANAGUA” (air shows, automobile and motorcycles races, as well as World boxing title promotions, WBO, WBA, WBC). Founder and President of “CONIMOTO” (motocross and speeding races).