

# DAVID CHAPA

E-mail: [dchapa34@gmail.com](mailto:dchapa34@gmail.com) / Cell: +52 1 55 7927 9317 / [LinkedIn: linkedin.com/in/david-chapa-9b642215/](https://www.linkedin.com/in/david-chapa-9b642215/) / SKYPE: [dchapa34@gmail.com](mailto:dchapa34@gmail.com) & [david.chapa34](mailto:david.chapa34) / [Twitter: HSTN34](https://twitter.com/HSTN34) / Instagram: [davidchapa34](https://www.instagram.com/davidchapa34/) / Facebook: [facebook/dchapa34](https://www.facebook.com/dchapa34/) / ZOOM: [dchapa34@gmail.com](mailto:dchapa34@gmail.com)

- 20+ years of Commercial Experience in National & International Markets as Sales Manager, Sales Director, International Sales Director etc.
- Responsible of Sales in different distribution channels: Representatives, Distributors, Refaccionarios ( Retail - Stores ), Sales Commissions, Strategic Accounts, OEM's ( Original Equipment Distributors ), WD's ( Warehouse Distributors ), E-Commerce & Direct Sales.
- Developments of Turnkey Projects with clients like: Siemens in Germany, Nylon of Mexico & IPG in Tamaulipas.
- Direct personnel in charge: 40 persons, Indirect Personnel in charge: 127 persons: 30 sales personnel, 2 purchasing, 5 warehouse, 4 administration, 2 HR, 7 Engineers, 10 Services, 40 persons under administration and 67 working on projects.
- *Experience working in a Multicultural environment.*
- Experience as a Automation Leader, Industrial Control Process and Construction Company; which main focus is to *Solve Integral Solutions* to our Customers, Sales Service for Control and Fluid Measurement, as well as Construction of Industrial Gas Stations

Continue my professional career in a World Class Company in a Long Term Relationship, servicing existing customers and developing new opportunities for sales and gross margin of the products and services in a designated territory; to develop and implement a yearly business/marketing plan in conjunction with the National and International Sales Manager. Work with and assist in the development of the inside sales team to ensure team success; to be recognized as the product Expert for the territory and provide strong customer support.

**Badger Meter de Mexico SA de CV, 03/2015 – 01/2020 / Country Sales Manager /Sales Manager, Mexico, D.F. 03/2015 – 01/2020 . Responsible to develop Flow Instrumentation & Water Utility products / Sales Growth of 106% 2015 vs 2014 with growth / Sales Growth of 146% 2019 vs 2018 with growth**

## FLOW INSTRUMENTACION

1. Product Analysis for Mexico according to the right sales channels & markets. Define Territories for RSM according to Sales Plan
2. Build a base of Distributors for Mexico, so we open 25 New Distributors & Reactive & Invite the current distributors to sell & promote FI products by Identifying Pros & Cons & Consolidate the weakest distributors. Trained & do Sales Calls with the New & Current Distributors
3. Develop a Business & Work Plan for FI in Mexico. Integrate & Promote the Full line of Products for Mexico
4. Identify Prospects for EPC's, Potential Distributors & OEM,s
5. Identify and determined if the Rockwell Automation Encompass Product Partner program was right for Mexico.
6. Develop a work plan with Grainger and determined if it's an opportunity for us in Mexico, we make sales calls & review sales for 2015
7. Work directly with Pemex to get Badger Meter Supplier Number ( 176819 ) and the HITEC number ( 2623 ) as well as identify sales opportunities and prospect some distributors for this projects.
8. Identify & target some End Users as well as some opportunities in markets that we didn't have presence.

## WATER UTILITY

1. Understand the Process to attend Water Organisms in Mexico . Understand the Political & Administrative Environment in Mexico to target this Market. Identify the Big Target Accounts & New Customers in Mexico . Attend Expos. Study & Participate in the Bidding process of my Co-Workers. Analyze Competitors & Products to target new Customers. Identify Opportunities with small target accounts.
2. Visit current customers & prospects to support the sales in Mexico of my Co-Workers in an example: Toluca, Puebla & SACMEX.
3. Identify New opportunities in Mexico City area to support my Co-Workers sales, in an Example: Tecamac, Tizayuca & Naucalpan.

**Emerson Process Management SA de CV, 09/2012 – 03/15 Regional Sales Manager, Mexico, D.F. 09/2012 – 03/15 Responsible to develop Fisher Control Valves with growth of 40%.**

Lead, manage and achieve project and parts sales bookings and objectives in Mexico territory and through effective management, development and support of sales channels. Effective pursuit of daily business directly with end users, including influence of customer specs and preferences towards Fisher valve products and services.

Ensure effective coverage of key customer accounts and engineering contractors by sales effort. Develop and manage sales channels to effectively penetrate new customer.

- Lead sales & business development initiatives in Mexico for Valves services, training and MRO spare parts
- Meet or exceed control valves & services sales, training and MRO parts budget and financial objectives required in support of the Valves business plan
- Work closely with Services Sales Manager & team to sell service products, training and MRO parts
- Collaborate with country sales manager and local business partner to drive sales for services training and MRO parts to meet or exceed country budgets
- Maintain an accurate services, training and MRO parts pursuit list and provide monthly reports and forecasts to divisional Services Sales Manager
- Obtain shutdown schedules for key customers; develop and implement sales plan for turnaround services and parts.
- Work closely with sales representatives and valves division team to ensure all quotations for services, training and MRO parts reflect customer needs, are competitively priced and are submitted on time.
- Take a pro-active role in working with the Valves Global Project Pursuit Team and local sales representative to identify, qualify and pursue start-up services opportunities to achieve order conversion and maximize the potential for valves division services.
- Develop, maintain and update the master data base for Fisher Mexico installed base. Develop and maintain quantified business results (QBRs) to support service sales
- Work closely with other Emerson Process Management Divisions and maximize pull-through content. Improve customer loyalty by finding solutions to their needs
- Ensure Emerson Ethics and trade compliance procedures are strictly followed with all business transactions. Keep up to date with developments in products, industries and market trends. Fulfill any other reasonable duties as required

**Xanor de Mexico SA de CV, 06/2011 – 09/2012**

**Global Sales Director, Mexico, D.F. 06/2011 – 09/2012**

Responsible to develop Xanik Valves in countries like: Mexico, USA, Canada, África, Trinidad y Tobago, Costa Rica, India, China, Bélgica, Venezuela, Brasil, Argentina, Colombia, Ecuador, Chile, Indonesia, Kuwait, Corea, Italia, España, Francia, Polonia, Grecia, Tailandia, Alemania, Rusia, U.K., Holanda, Filipinas, Singapur, Israel, Finlandia and Serbia, **growth from 7M usd Sales up to 21M usd sales in 15 Months.**

Reporting to the position: 2 International Managers, 2 National Manager, 1 Regional Manager based in Canada, 1 Service Manager, 12 sales personnel & 2 services personnel.

Developing the New Commercial Strategy within the next product lines: HF Valves( Alkylation Plants ), Pressure Seal Valves, Bolted Bonnet Vales, Bar Stock Valves, Ball Valves; High Pressure Valves, Special Alloy, Valves, Low Pressure Valves, Gate Valves. Developing New Product Lines like: Habonin, PVB, Flourseal.

Developing New work Plans to attend different markets like: Oil & Gas, Refineries, Power Generation, Mining, Pharmaceutical, Chemical & Petrochemical Plants, Alkylation, Toxic Gases, Cryogenic Service, API 6D Pipelines.

Developing New Sales Channels such as Rep's, Distributors, Free Agents World Wide. Implement the New Internal Procedures for Quotation and Sales Orders.

Restructure of our actual Sales Force: API6D ( 5 ), National ( 4 ), International ( 4 ) y Service ( 3 ).

Increase FY11 Sales from \$ 5M usd in the first semester up to \$ 8.5 M usd in 3 months. Increase their Sales budget from \$ 7 M usd up to \$ 12 M usd in 6 months.

One of the 5 certified plants in the world by UOP for Alkylation Plants. Making the Annual Sales Budget, Sales Policies, Establish the Commercial Conditions and Sales Goals for 2011 – 2020- Making the Sales Budget for FY11 & FY12.

Sales calls with my Sales Force in different regions and markets in order to trained them on field. Supervision and follow up of Quotes as well as making a new quotation group.

Developing of Metrics and Sales Reports.

Making the Training program for Sales Personnel and making the Incentive Program for 2012. Making the Business Plan for the next 5 years.

## **Galcor del Norte SA de CV, 01/2009 – 06/2011 Sales Director, Monterrey, N.L. 01/2009 – 06/2011**

Responsible for the following Ares: Manufacturing, Sales, HR, IT, Quality, Accounting, Engineering, Warehouse, Turn Key Projects, Purchasing, Services and Maintenance.

Responsible to develop the Strategy of the Company in all areas, with more than 167 personal under mi responsibility.

Reporting to the position: 9 Sales Manager, 1 Service Manager, 1 Engineer Manager, 6 Services personnel, 10 Engineers, 21 sales personnel, 4 Administration and Purchase personnel, 6 Warehouse and Logistic Personnel, 2 HR's, 67 construction personnel Ahmsa Project and 40 temporary personnel for service and maintenance.

Responsible of the sales, administration and operation of the Ahmsa Contract with more than 67 personal operating AHMSA facilities.

Responsible of 3 of the 4 Unit Division of the Company: CIP ( Manufacturing ), Commercial and Services.

Responsible of the following Turn Key Projects; Fersinsa, Solensa, Pemex, CFE and Valtierra.

- **Commercial Sales FY09: \$ 6,428,940.72 usd, Purchases FY09: \$ 3,682,564.23 usd, Invoices FY09: \$ 4,887,138.45 usd with 25% Net Profit.**
- **Commercial Sales FY10: \$ 9,488,737.27 usd, Purchases FY10: \$ 4,827,286.04 usd, Invoices FY10: \$ 6,473,373.92 usd with 40% Net Profit.**
- **Project Sales FY09: \$ 10M usd / Projects Sales FY10 \$ 20M usd. ( PEMEX, CFE, AHMSA, Fersinsa, Solensa, Degremont, McDermott, Dragados Off Shore, Tenova, etc.)**
- Develop the New Strategic Sales for FY09, FY10 and FY11 for the main products and for the new products.
- Galcor del Norte SA de CV, has an Engineering and Specialized Service Team that are qualify as Process Automation Experts, that can develop basic and detail engineering, as well as Technical Support to Private. Industries Customers and Government Customers.
- Technical Support and New Projects, Start Up Maintenance Program (Predictive, Preventive, Corrective), Panel Boards Upgrade, Detail Engineering, as well as Field Service and Turn Key Projects. Implement Technical Training Programs to all the organization.
- Implement New Internal Processes in the following departments: Manufacturing, Purchasing, Warehouse, Logistics, HR, Services, Engineering and Accounting.
- Implement of new products within our clients like: Turn Key Projects, Manual Valves, Systems, Service and Buy Outs.
- Being the first Emerson Process Management Representative in Mexico, for Fisher (Regulators and Control Valves), Rosemount Measurement (Field Instrumentation as Pressure, Temperature, Volumetric Fluid, Level
- Measurement, Liquid and Gas Analysis) and Micro Motion for density and mass flow measurement and Systems like Delta V, part of my responsibility is to continue this legacy in different Markets, Oil and Gas, Pharmaceutical, Food and Beverages, etc.
- 127 professional experience workers reporting to this position, helping our clients to choose the right equipment to your needs: Sales, Technical Support and Engineering Design, Field Services, Project Management, Training. Services, Turn Key Projects.
- Warehouse: we are responsible of an area of 600 M2, with and actual Inventory of more than \$1.5 M usd, also we are responsible of the planning of the expansion approximately 30 % of our actual Capacity. New Projects Fisher: Manage Emerson Inventory in Galcor Facilities.

## **Donaldson SA de CV, 12/2002 – 09/2007 Northeast Territorial Manager, Monterrey, Mexico 12/2002 – 09-2007**

Sales in the national market, follow up & control of the PO's, coordinate two different distribution channels (WD's & OED's) and Special Projects.

- Sales increased in the first fiscal year FY03 **3%** more than FY02 with sales of \$2.2M usd. Sales increased in the second fiscal year FY04, **25%** more than FY03 with sales of \$2.6M usd.
  - Sales increased in the third fiscal year FY05, **42%** more than FY04 with sales of \$3.7M usd. Sales increased in the fourth fiscal year FY06, **30%** more than FY05 with sales of \$4.9M usd.
  - Sales increased in the fifth fiscal year FY07, **83%** more than OCT FY06. Update & Sign-up 9 Special Agreements with WD's for \$3.3M and 6 Benefit Programs for \$1.1M.
  - Sign-up 10 new Warehouse Distributors and more than 30 additional prospects. I obtain two new projects (Cemex Transporte, Femsam/Panamco) and in process of other bottling companies.
  - Recovery of credits & collectors already expire and activation of credit lines with 8 distributors for more than \$1.5M.
  - More than 100 presentations with both Distribution Channels and with the End Users. Participation and Attention of special events and expositions.
  - Sales prospectation for more than \$20M usd. Sales Support to other divisions in Donaldson Company, Inc.:
1. OEM's: Sales of In-Line Separators from the field for Argosy units, client Cemex Transporte, more than 120 units were sold and we install and supervise the installations of all units. Mercedes Benz. IAF: Sales of Torit equipment for Plant Chrysler Ramos Arizpe. FYRMOSA. GTS: Sales of SKID equipment for PEMEX, CFE projects among others. FYRMOSA / MEGAS.
  2. Hydraulics: Open the first specialized hydraulic distributor. OFASA. Special Projects: Negotiation with possible Donaldson clients to manufacture their private labels, LTH.
  3. Strategic Accounts: Negotiation of a Turnkey Project for Cemex Concretos. Central America: support and follow up of the application of a new distributor in Costa Rica, their first PO was for \$54,000 usd. REMAQ. OEM's: support their distribution channels in events like Vallehermoso, Rio Bravo in Tamaulipas for clients like John Deere.
  4. OEM: Sales of two mufflers projects for a new customer in Mexico.

## **EDUCATION**

**ICAMI (before IMI Instituto de Mandos Intermedios this institute is part of IPADE Instituto Panamericano de Alta Dirección de Empresas one of the TOP10 best business school in the world), Monterrey, Mexico, 11/2001. Desarrollo de Capacidades Gerenciales (DCG 18 y DCG 24). MBA for Managers.**

Perfect assistance for a one-year period. Monitor of Generations 18, 22 y 24, Leader of Group and Generation during Work Groups and Sessions.

Program Director of generation DCG-24. Currently I am part of the ICAMI Certified Professors.

## **Universidad Regiomontana, Monterrey, Mexico. Electromechanical Engineer, 12/1993**

Design & Manufacture, 6 mechanisms of cinematic, for the Laboratories. I create three industrial security videos, for the New Generations. 95% English, Studied in Pan American School in Elementary & Junior High & a Bicultural High School in I.T.E.S.M. Fast Lecture & Comprehension, 2000 words per minute, School Técnicas Americanas (studying). MOUCE, (Microsoft Office User Certificate),