

# SERGIO CORREA | MBA

## STRATEGIC BUSINESS PLANNING

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### SUMMARY

I am a Strategic Business Planning genius, I make things happen. I will research, analyze, develop and execute a business plan which will leverage your strengths in your value chain. By utilizing these strengths, you will create awareness, increase market share and reap the rewards of increased revenue.

### EDUCATION

Dynamic Strategy

Stanford University, CA, US

June 2019

Master of Business Administration (MBA) spec. in International Business (Distinction)

RMIT University, Melbourne, Australia

June 2017

Business Consulting

RMIT University, Melbourne, Australia

June 2017

### EXPERIENCE

#### DIRECTOR OF OPERATIONS AND STRATEGY

K-TEC SYSTEMS | Ferndale, Michigan, United States

07/2017 – 04/2019

- Improved market share by 5% in 3 months by researching, developing and executing a marketing plan within the technology sector in the thermocouple category (sensors) and leveraging from Ktec's strengths in their value chain.
- Increased revenue by 10% in 3 months by way of reducing costs of materials: Strategy was to place future bulk orders on parts based on forecasts and keep the same retail prices on products.
- Acquired large projects with Ford US and International business both in Australia and in China due to the strategies recommended: Strategy was to leverage Ktec relationships with Ford senior staff and reiterate the high quality of product that Ktec manufacture.

#### BUSINESS CONSULTANT

RMIT SAE RACING TEAM | Melbourne, Australia

02/2017 – 06/2017

- Reduced team operations costs by 25% in 3 months by identifying opportunities to consolidate parts and resources in the electrical and petrol (ICE) racing manufacturing teams.
- Improved team performance by creating a strong and easy to follow business plan for the electrical and ICE teams, which enabled them to amalgamate as one cohesive unit and compete on the world stage

#### NATIONAL OPERATIONS MANAGER

BSG DISTRIBUTION | Melbourne, Australia

07/2015 – 06/2016

- Increased revenue by 5% and market share by 12% in 1 month within the electrical range at Bunnings by introducing a new innovative products to the range. A situational and marketing plan was researched and developed to assist BSG enter this new category.
- Increased revenue by 16% in 3 months, and improved positioning of electrical tapes range by procuring bulk stock enabling BSG to reduce their buy price and suggesting new RRP's to Bunnings based on their value ladder for electrical tapes.
- Improved team effectiveness and efficiency by setting the team structure and monthly call cycles for a team of 100 account managers and sales representatives servicing over 300 locations across Australia.

#### NATIONAL KEY ACCOUNT MANAGER

GWA BATHROOM AND KITCHENS (CAROMA) | Melbourne, Australia

04/2008–07/2015

- Increased revenue by approximately 15% each year from 2008 till 2015 by completing and executing many business plans for Caroma within the hardware retail channel. This also entailed fostering relationships at all levels both internally and externally.
- Improved market share by 20% by curating and cultivating brands of product ranges to compete within each of the different categories in the value ladder (Value=Stylus, Good=Donson, Better=Caroma and Best=Fowler).
- Successfully defended number one position by leveraging from the relationships our salesforce have at each store location (300+), when new entrants threatened to compete in our space Caroma would aggressively suggest price decreases whilst giving cost relief for a period of time to signal to the market that they were actively monitoring the market and would take action where needed. To this day Caroma are still Australia's number one Bathroom and Kitchen brand, they are still using strategies we set over 4 years ago.

#### NATIONAL PROJECT MANAGER

BUNNINGS GROUP LIMITED | Melbourne, Australia

10/1998–04/2008

- Explored and achieved multiple business and marketing plans for the strategic business units I was a part of; Flooring, Storage, Paint Accessories and Electrical. Each business unit had several categories and classes beneath each one, every year we had to develop and present our yearly plans on how we were going to increase revenue, increase margin, grow our market share, strategies were going to utilize and how much capital we required to execute.
- Increased revenue by 12% in 6 months of flooring department by assisting in evolving and executing a marketing plan to create awareness that Bunnings were in the flooring space and that they could offer a full selection of products and accessories for the home handy man. The strategy was to acquire capital to refit the store network (at the time 100 stores) and display the new range of floating floors with an emphasis on the ease of installment.

- Increased revenue by 25% of 12 months of Painting Accessories department by assisting in curating and accomplishing a marketing plan to complement the paint department which was the destination for paint. We suggested that we cut back on ranging of drapery and extend the breadth of the range for paint accessories.

**SIGNATURE STRENGTHS AND SKILLS**

- |                               |                      |                               |                     |
|-------------------------------|----------------------|-------------------------------|---------------------|
| • Business Strategy           | • Marketing Strategy | • Project & People Management | • Ability to Lead   |
| • Business & Account Analysis | • Design Thinking    | • Customer Segmentation       | • Critical Thinking |
| • NetSuite (ERP)              | • Salesforce (CRM)   | • Agile Methodologies         | • Solutions-Focused |