

**25+**YEAR
CAREER**3**COUNTRIES OF
PROFESSIONAL
EXPERIENCE**2**CITIZENSHIPS
(MEXICO &
CANADA)

EXECUTIVE PROFILE

International executive with more than 25 years of experience, combining market development, commercial leadership, and brand building to drive growth and strengthen organizations.

His experience across Mexico, Canada, and Ecuador reflects a consistent ability to take on growth and transformation challenges, develop teams and capabilities, and build strategic relationships that endure. He has led business units and territories with P&L responsibility, managed operations and accounts of significant scale, and participated in international negotiations and high-impact corporate initiatives.

Recognized for representing organizations with sound judgment, composure, and integrity, and for turning strategy into execution with consistently high standards.

AREAS OF IMPACT

- Market development & expansion
- Commercial leadership
- International business
- Go-to-Market & portfolio development
- Brand strategy
- P&L & category management
- Key accounts & strategic partnerships
- Team development
- Organizational transformation

Eduardo González Saldaña

INTERNATIONAL EXECUTIVE • BUSINESS DEVELOPMENT • COMMERCIAL LEADERSHIP • MARKET EXPANSION
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PROFESSIONAL EXPERIENCE

Brand & Marketing Strategy Consultant | CPG

AUG 2019 – PRESENT

Independent Consulting | Guadalajara, Mexico

Independent advisory in commercial strategy, branding and marketing for consumer products and B2B companies.

- Brand development, corporate identity, packaging and digital presence for a frozen food manufacturer with products sold through Walmart, Costco and other leading retailers in Canada and the USA.
- Designed and implemented commercial strategy, brand identity and packaging for a hygiene and wellness product line focused on environmental sustainability.
- Integrated marketing —branding, advertising, digital presence, social media and events— for a Canadian marketer of specialty pet food ingredients.

Regional Sales Manager | Western Region, Mexico

NOV 2023 – SEP 2025

Bunzl Mexico | Guadalajara, Mexico

Mexican subsidiary of Bunzl plc, a global specialist distributor of non-food consumables with operations in 33 countries.

- Commercial leadership across Mexico's Western Region —Jalisco, Colima, Michoacan, Nayarit, Guanajuato and Aguascalientes— leading the team and managing sales, margin, inventory and pipeline KPIs.
- Commercial management of a newly established branch, developing the customer portfolio and coordinating with operations, purchasing, finance and customer service to sustain competitive service levels.
- Negotiated and implemented a supply program in partnership with Kimberly-Clark for an agribusiness with 6,000+ employees, establishing a strategic account for the branch.

International Sales Manager | USA & Canada

DEC 2018 – JUL 2019

Látex Occidental Exportadora | Guadalajara, Mexico

Leading latex balloon manufacturer with more than 70 years of history and presence in over 100 countries.

- Commercial responsibility for the USA and Canada, a territory representing more than 25% of the company's total revenue.
- Direct management of strategic retail chains and distributors —including Party City, Dollar Tree and Family Dollar— with multi-million-dollar annual purchases.
- Prepared and executed the regional sales budget and plan; prospected new customers and represented the company at key industry trade shows.

Partner – Managing Director

AUG 2016 – NOV 2018

Zen-zei Strategia | Guadalajara, Mexico

Consulting firm focused on incubation, advisory and financing of entrepreneurial ventures.

- Analyzed, evaluated and selected business and investment proposals in collaboration with partners.
- Managed business projects from concept through execution, supporting entrepreneurs with business plans, budgets, financial projections and coordination with suppliers and other key stakeholders.

Category Manager – Complementary Products

OCT 2014 – JUL 2016

Graiman | Cuenca, Ecuador

Leading Ecuadorian manufacturer of ceramic surfaces and construction materials, with an international brand presence.

- Restructured a business unit with approximately USD 11.5M in annual sales, 2,000+ SKUs and 40 suppliers, replacing a geographic structure with a nationwide category management model that continues to serve as the division's operating foundation.
- Developed a cross-functional product categorization system and inventory optimization initiatives, strengthening portfolio, rotation and discontinuation decisions.
- Negotiated distribution agreements —frequently exclusive— with manufacturers across the Americas, Europe and Asia; developed private-label programs and represented Graiman in a regional purchasing consortium, coordinating sourcing initiatives with Latin American executives and teams in China.
- Directed high-impact corporate initiatives, including the launch of an institutional campaign, transformation of the corporate digital presence through a new website designed to strengthen search visibility, and restructuring of Graiman Studios.

LANGUAGES

Spanish	●	●	●	●	●
English	●	●	●	●	●
French	●	●	○	○	○

EDUCATION

B.A. IN MARKETING

Universidad del Valle de Atemajac | 1994–1997

POSTGRADUATE CERTIFICATE IN MARKETING

Universidad del Valle de Atemajac | 1999

PROFESSIONAL DEVELOPMENT

PROFESSIONAL SELLING

Canadian Professional Sales Association (CPSA)
Guelph, Canada

LEADERSHIP TRAINING FOR MANAGERS

Dale Carnegie Training | Toronto, Canada

RECOGNITION

“BUSINESS ENGLISH” SCHOLARSHIP

University of A Coruña | A Coruña, Spain

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Consultant – Marketing Manager

DEC 2011 – SEP 2013

Mallot Creek Group Inc. | Elora, Ontario, Canada

Canadian consulting firm specializing in engineering, business strategy and food safety for the food and beverage industries.

- Revitalized corporate image and marketing strategy, including a new website that increased traffic by 110%.
- Developed a new value-added natural meat products brand, integrating brand strategy, portfolio, digital presence, packaging and marketing and sales plans.
- Advised processors, distributors, industry associations and government organizations on feasibility studies, market analysis, business plans, design, packaging and labeling in compliance with federal regulations.

SANIMAX / BI-PRO MARKETING LTD.

2001 – 2011

Guelph, Ontario, Canada

North American group providing environmental solutions to the food and agribusiness industries, with annual sales exceeding USD 500M.

International Sales Manager – Latin America

OCT 2009 – APR 2011

- Developed strategic relationships across the assigned region; implemented supply agreements with the world's then-largest automotive leather manufacturer, with annual purchases exceeding USD 12M and sales growth of 122% in 2010.
- Member of the strategic leadership team for a business unit with annual sales exceeding USD 81M, accountable for Sanimexico's contribution to P&L.
- Monitored global markets to adjust commercial terms and pricing, coordinating transactions with agents, customers, production, quality and Supply Chain teams across North America, Asia and Europe.

Marketing Manager – Sanimax

FEB 2006 – SEP 2009

- Led a multidisciplinary team responsible for corporate marketing across a group of 12 locations and 1,000+ employees, advising business units on positioning, product development and go-to-market strategies.
- Directed development and rollout of the new Sanimax identity following the integration of Sanimal, Anamax and Bi-Pro, extending the brand across communications, facilities, fleet, uniforms, events and corporate tools throughout Canada and the USA.
- Directed the new corporate digital ecosystem, increasing web traffic by 180%, and implemented a brand-guidelines and asset platform to standardize brand application across internal teams, suppliers and other stakeholders.
- Served as subject matter expert and communications lead for B1, an ERP implementation and change-management initiative.

Marketing Manager – Bi-Pro Marketing Ltd.

JAN 2001 – JAN 2006

Canadian trading company specializing in agribusiness, later acquired and integrated into Sanimax.

- Built the Marketing function from the ground up, professionalizing corporate identity, advertising, communications, events and commercial support for multiple business units.
- Developed and evolved a differentiated brand identity, supported by in-house talent and capabilities that reduced costs and response times while extending Marketing support to business units and commercial partners.
- Directed two corporate website redesigns; the final content- and SEO-driven version increased traffic by approximately 230%, while expanded in-house capabilities reduced costs and response times.

Sales Executive

JAN 1999 – MAY 2000

Bestfoods | Guadalajara, Mexico

Global CPG company with iconic brands including Hellmann's, Knorr, Mazola, and Maizena, later acquired by Unilever.

- Strengthened relationships with distributors and key customers, increasing brand loyalty and contributing to 18% annual sales growth.
- Managed an internal and external sales team to accelerate distributor inventory sell-through, while also supporting regional initiatives with commercial materials and presentations.

Sales Supervisor | Post Mix

APR 1997 – APR 1998

GEUSA – Pepsi | Guadalajara, Mexico

Major Pepsi bottler and distributor in Mexico, later integrated into GEPP.

- Negotiated exclusivity agreements with leading restaurant, bar and nightclub chains, increasing the customer portfolio by 20%.
- Led a five-person technical and sales team; designed high-impact thematic displays for strategic retail accounts—including Walmart de México—that were later rolled out nationally.