

Ricardo Pena

CURRICULUM VITAE



Professional with more than 24 years of experience in the freight forwarding and shipping industry. A good communicator with excellent negotiation skills. A high capacity of leadership and responsibility with a successful record of team building, change management, delegation and coaching. P&L Management.

53 years old
Driving License

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EXPERIENCES

Country Manager & Legal representative



Hapag - Lloyd - Since May 2018

- ▶ Leading the opening of HL in Bolivia, from Zero to having a solid administrative and commercial organization.
- ▶ Establish and maintain fluid and solid communication with government authorities, port terminals, international land transport associations, port agencies.
- ▶ Increase our market share from 6% to 25% since the opening up today.
- ▶ Import and export trucking development.
- ▶ Boosting digitization in the Bolivian market.

General Manager & Legal representative



Andes Logistics Bolivia S.R.L. - October 2015 to March 2018

- Startup of the company in the Bolivian market.
- General management of the company.
- ▶ Business development.
- ▶ Organization optimization.
- ▶ Procurement & Contract negotiations.
- ▶ New business developments.
- ▶ Improve relation with port (Arica & Iquique) authorities, Bolivian and Chilean Customs authorities, Bolivian Transport unions, others.

Commercial Director (Country Manager) & Legal representative



CMA CGM - November 2011 to September 2015 - Full-time - Santa Cruz de la Sierra - Bolivia

- ▶ Leading the company as Commercial Director (and legal representative) started in year 2012, being in charge of overall operations of the agency.
- ▶ In charge of team building and process restructuring for the different areas of the company: Commercial, Administration, Finance, Logistics, Operation and intermodal.
- ▶ Implemented a commercial strategy which resulted in the company maintaining a steady growth in market and increase total volumes in a 120% during my period of management.
- ▶ Continual analysis and implementation of cost cutting procedures

Sales Executive Senior



CMA CGM - September 2010 to November 2011 - Full-time - Santiago - Chile

- In charge of the export traffics of a portofolio of Chilean freight forwarders, traders and other companies.
- Sell CMA CGM lines products, services and solutions by partnering with established and prospective customers to ensure the achievement of individual and company sales.
- Collaborate cross functionally with colleagues to ensure achievement of team and corporate sales goals.
- Negociations with the customers and the lines, quotations .
- Managing disputes with customers, along with close day-to-day relationship with the regional office, and the operational parties, to resolve them appropriately and on time.
- Develop a quality relationship with the customers, by mails, in- and out-bound calls, outside visits.

Commercial Manager



GST Chile Ltda - July 2009 to July 2010 - Full-time - Santiago - Chile

- ▶ In charge of sales and customer service department, its administration , management and productivity.
- ▶ Developed a network of qualified and well know agents worldwide for the company, such as CMA CGM LOGISTIC CHINA, Cool Chain Group, others.
- ▶ Implementation of a CRM for commercial team.
Implementation of KPI for commercial and customer service teams.

- ▶ Reorganized and structured the company (Sales and Logistics' departments) to boost revenues and cost savings

Sales Execution Coordinator



Hapag Lloyd Chile - June 2006 to June 2009 - Full-time - Santiago - Chile

In charge of global & key accounts portfolio. responsible of development and improvement of the commercial relation and level participation, import & export of dry and reefer cargoes.

Reporting results to the Regional Sales Director

Sales Manager - Central Area

Delfin Group Co. - 2005 to May 2006 - Full-time - Santiago - Chile



Branch Manager North Chile

Aprile Chile S.A. - November 2003 to February 2005 - Full-time - Iquique - Chile



- ▶ Startup of the office at Iquique, Chile.
- ▶ In charge of legal aspect, hiring process, develop of a commercial plan.
- ▶ Develop of truck service between Iquique and Arica port to main destinations in Bolivia.
- ▶ Develop FCL & LCL (Import & Export)

Country Manager

ABX Logistics - March 1998 to May 2003 - Full-time - La Paz & Santa Cruz - Bolivia



- ▶ Startup of the company in the Bolivian market.
- ▶ In charge of legal aspect, hiring process, develop of a commercial plan.
- ▶ Develop of truck service between Arica port to main destinations in Bolivia and vice versa.
- ▶ Develop FCL & LCL (Import & Export)

INTERESTS

Deportes

- ▶ RUNNING
- ▶ MOUNTAINBIKE
- ▶ TRAVELING

EDUCATION

Marketing & Digital Innovation

THE POWER BUSINESS SCHOOL (SPAIN)

Since June 2022

Studying on line a complete business program to gain a 360 degrees vision of tools , methodologies and concept of marketing & digital innovation.

Permanent Learning

HAPAG LLOYD LEARNING CAMPUS

Since 2019

Permanent learning, with the latest updates in the industry. (260 courses completed)

Diploma in Engineering and Integrated Logistics Support

CHILEAN MILITARY POLYTECHNIC ACADEMY.

June 2006 to July 2007

Diploma in Business Management and Sales

UNIVERSIDAD DEL DESARROLLO

2010

Army Officer finance & logistics

CHILEAN MILITARY SCHOOL

January 1989 to December 1992

SKILLS

International Bussiness Managment

- Strategic Thinking
- Problem Solving
- Reactive decision making
- Multicultural managment
- Comunication and negotation skills
- Logistics