

RESUME of RAFAEL MARTIN G. SEMPIO

2E Alley 1 corner Alley 20 Project 6, Quezon City 1100

Mobile +632927 733 1399

Email: rgsempio@yahoo.com



CAREER OBJECTIVE

Leadership marketing management/business development role central to process streamlining and executing strategy driving more productive and efficient business success.

SUMMARY

With almost 10 years experience in the Automotive Industry, leveraged this unique mix of skills of Operations management, Marketing and Sales to deliver a proven real time integrated Dealership Management System (DMS) for decision making, planning and managing new and existing Automotive Dealerships as Toyota, Ford, Mazda, Hyundai, BMW, Chevrolet, Mitsubishi and independent Parts Distributors.

- 5 years experience in selling the DMS for the Automotive Industry focused on customer needs by analyzing, simplifying and developing work flows for utmost productivity and efficiency in every aspect of the dealership. Enhanced selling by developing and presenting Return of Investments.
- 5 years experience in the Automotive Industry (Manufacturer and Dealership)
 - Vehicle Ordering, Transit, Warehousing and Allocation
 - Pre Delivery Inspection and Quality Control
 - Parts Ordering, Warehousing and Distribution
 - Managed Parts and Service
 - Developed Used Cars Section
 - Hands on Engine Overhauling, Rewiring and Repainting
 - Warranty Processing and Claims
- Excellent Account Management - building and maintaining a solid partnership focused on Customers' Needs
- Strong analytical and planning skills, combined with the ability to coordinate the efforts of many to meet organizational goals. Productive and efficient work habits with minimum supervision.
- Proficient in Microsoft Office and internet applications. Innovative and skilled professional with strong business judgment.
- Achieved results converting strategy to action using motivation, negotiation, presentation, problem solving, and consensus building skills.

QUALIFICATIONS/SKILLS

Business Development	<ul style="list-style-type: none"> ● Sales Negotiation, execution & management of intellectual property licenses, ● Benefit Selling Approach by presenting Return of Investment analysis, product/project agreements, and contracts with customers, manufacturers and retailers. ● Local Area Networks and Wide Area Networks. Management Reporting ● Long term goals by continuous advanced training for better utilization, thus maximizing investment.
Marketing, Product Management, Planning, and Strategy	<ul style="list-style-type: none"> ● Competitive Software and hardware pricing ● Product launch, introduction, demo and ROI presentation & post-sale support ● Business and Utilization Reviews ● Implementation of Management Reports ● Excellent Account management focused on customers' needs ● Long-range business and product line positioning, product development & enhancement, market & technology forecasting. ● Developed the One-Stop-Shop concept when it comes to IT needs of the automotive industry.
Re-engineering	<ul style="list-style-type: none"> ● Process and systems evaluation and revision ensuring optimum Productivity and Efficiency. ● Rapid product development and Enhancements thru Customer Wish Lists programs
Personnel Management	<ul style="list-style-type: none"> ● Managed Installation Consultants, Accounting and Admin officers ensuring work objectives are aligned with company's mission and vision. ● Building a company culture of "Defining challenges and its possible solutions on a daily basis". ● Employee Training and Motivation
Departmental	<ul style="list-style-type: none"> ● Budget & manpower planning, staffing and development ● Monitoring of Accounts Receivables and Payables.
Operations	<ul style="list-style-type: none"> ● Define or re-define Personnel tasks and duties ensuring every aspect of the operations are covered ● Overall Operations Decision Maker.

EMPLOYMENT HISTORY

Reynolds & Reynolds Automotive Management Solutions Inc. Automotive Dealer Management Solutions Provider Consulting 5 th Floor Rufino Bldg. 6784 Ayala Ave. corner Rufino St., Makati City, Metro Manila Business Development Manager	October 14, 2002 to September 26, 2007
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Responsibilities:

- **Market positioning of Reynolds & Reynolds products and services to the Philippine Market**
Responsible for development and execution of marketing strategies such as creating and presenting dealership ROIs, DEALERSHIP PROCESS FLOW ANALYSIS, to help strengthen and develop R&R and manufacturer/dealership relationship. Oversees the implementation of promotions by arranging for sales calls, preparation of promo/sales materials and distribution to target accounts. Establishing good working partnership with OEMs in the Philippines.
- Identify and negotiate new marketing partnerships. Additional responsibilities include presentation of ROIs and PROCESS FLOW ANALYSIS on new and existing partnerships, optimizing lead mix and providing partner support.
- **Database Management** - Responsible for developing a strong prospect database. Maintains and regularly updates comprehensive list of clients.
- **Account Management** - Develops and maintains a strong after-sales service and support system for the dealerships/clients/accounts.
- **Market research** - Reviews and analyzes necessary information such as competitor activities, corporate accounts to determine the rationale for the positioning and development of sales intervention activities. Gathers info regarding current & prospective clients' needs and activities.
- **Office Administration** - Oversees daily company operations and activities; in charge of office administration – approval of check requisitions, recruitment of employees, monitoring of company revenues for the Philippines office; submission of Daily Activity Reports, Monthly Country Operations Reports, updated database reports, Accounts Receivables and Payables.

Achievements:

- **Persevered** in closing the biggest account and #1 Car Manufacturer in the Philippines, Toyota Motor Philippines Corp. in 2006: Almost a P200M, 4 year project composing of software, hardware and installation sales.
- **Sold Server and System Upgrades** for existing client's dealerships such as Ford Alabang, Ford Cebu; Ford Global City; Ford EDSA; Ford Balintawak. This is an indication of Customer Satisfaction.
- **Sold New installations** of ERA2 system of Mazda Quezon Avenue, Diamond Motor Corp. Valle Verde, Diamond Motor Corp. Quezon Avenue, Diamond Motor Corp. Ortigas, Diamond Motor Corp. Marcos Hi-way, Mazda Makati, GM (Chevrolet) AutoWorld Quezon Avenue, GM (Chevrolet) AutoWorld North EDSA, GM (Chevrolet) AutoWorld Manila; Chevrolet Pasig; Big O's Tire Corp.(Cebu, Makati, Shaw Blvd., Alabang); Chevrolet Laguna; Nissan Gallery Ortigas; Nissan Gallery Quezon Avenue; BMW Araneta Avenue; Ford Commonwealth; Hyundai Global City
- **Business Planning:** Headed Business strategies and sales projections for each fiscal year for Philippines office.
- **Developed the Return of Investment Analysis (ROI)** as a sales strategy.
- **Responsible for the Sales growth of the Philippine office** achieving more than 200% of its sales target for Fiscal Year 2005-2006.
- **Awarded the "1.5 Million Dollar Club"** for achieving more than \$1.5 Million sales for the fiscal year 2005 to 2006.
- **Excellent Account Management** – not one customer shifting to another DMS.

<i>Fil-Estate</i> Meralco Avenue, Pasig City, Metro Manila <i>Group Sales Manager</i>	2001 to 2002
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Responsibilities:

- Sell Real Estate Properties

Accomplishments:

- Sold over more or les P20M of Real Estate Properties

<i>Forever Living Products</i> Greentop Condominium, Ortigas Avenue, Greenhills, San Juan, Metro Manila <i>Independent Multi-Level Marketing Sales Manager</i>	1999 to 2001
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Responsibilities:

- Convince, Recruit and Train downlines
- Present Marketing Plan to Prospects
- Conduct Product Demos to downlines
- Train and Motive downlines

Accomplishments:

- Motivated sales Network thru sales training and product knowledge

<i>Tamera Inc. (Family-owned business)</i> 583 Tanglaw St., Brgy. Plainview, Mandaluyong Metro Manila Chocolat Pastries & Cakes, Infini Line Glorietta, Landmark Makati & Landmark Quezon City <i>Director and Operations Head</i>	October 1998 to Present
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Responsibilities:

- **Sales and Marketing** - Oversees the operations including sales and marketing of products of Tamera Inc.; dispatch and delivery of goods, ensuring the freshness and quality packaging and handling of the products
- **Overall Operations** - Streamlined Processes ensuring Manpower is utilized at maximum.

Accomplishments:

- Additional Sales
- Overall Operations simplified resulting to increase in Productivity and Efficiency

Transfarm Auto Sales Corp. (Norkis Group) 1 San Rafael corner Boni Ave., Mandaluyong City, Metro Manila <i>Daewoo Cars and Chrysler Motor</i> Operations Manager	December 1993 To October 1998
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Responsibilities:

• **MANUFACTURER:**

NEW VEHICLE INVENTORY - Overlooks daily operations and activities in, but not limited to, vehicles ordering, shipping, warehousing, inventory, dealer allocation of vehicles, in-transit operations of units.

PARTS INVENTORY – overlooks dealer ordering, manufacturer ordering, warehousing and distribution to dealers.

LOGISTIC & WAREHOUSING - Responsible for the transit of new vehicles, proper warehousing of new vehicle inventory. Custodian of 200 units at one time.

QC & PDI – setup routine for pre-delivery inventory of vehicles. Implemented a high quality checking routine.

DEALER DEVELOPMENT - helps increase dealership revenue of parts and service; training of personnel including sales consultants in technical automotive specifications; set dealership standards such as manpower improvements, parts inventory, handling dealer complaints; improvement of dealership facilities such as uplifting body and paint sections

• **DEALER:**

USED CARS - Established Used Cars Section of Daewoo EDSA which increased sales thru Trade-in

NEW VEHICLE SALES Closed 50 units of Daewoo to R&E Taxi company.

PDI and PARTS & SERVICE MANAGER

- Upgraded Parts and Service facilities
- Implemented and Improved Body & Paint Section by tying up with Insurance companies
- Overlooked Parts and Accessories sales and operations
- Personnel and technician Training
- Practiced Salesmanship as a Service Advisor
- Ensured New Vehicles were prepared at the utmost condition prior to release
- Introduced Service Forecasting and Post Service follow ups
- Maintained a good database for existing Service customers and potential New Vehicle sales

EDUCATION

BS in Computer Science

AMA Computer College

Makati City

1991 – 1993

BS in Electronics & Communications Engineering

Don Bosco Technical College

Mandaluyong City

1988 – 1991

Structured Cobol & Fortran

Meralco Foundation Institute

Pasig, Metro Manila

1986 – 1987

BS in Mechanical Engineering

De La Salle University

Taft Avenue, Manila

1983 - 1986

High School

Ateneo de Manila University

1979 – 1983

Preparatory and Grade School

Ateneo de Manila University

Quezon City, Metro Manila

1971 – 1979

SEMINARS/TRAININGS ATTENDED

ERANet Implementation and Installation Procedures <i>R&R, Makati City</i>	2007
R&R Field Excellence Conference <i>Reynolds & Reynolds</i> <i>Melbourne, Australia</i>	2006
FY 2006-2007 Business Planning and Team Building for R&R Employees <i>La Corona Hotel and Resort</i> <i>Pagsanjan, Laguna</i>	2006
OKI Printing Solutions Launching and Product Orientation <i>Dusit Hotel, Makati City</i>	2006
ERA2 Advanced Training Courses Accounting, Parts, Vehicles, Reportwriter, Accounts Payable, Accounts Receivable, Service, Banking Cash Management, Parts Order Management, etc. <i>R&R Makati City</i>	2002-2006
IBM Business Partners Seminar on System X Servers	2005
R&R Field Excellence Conference Sales Conference <i>Reynolds & Reynolds</i> <i>Melbourne, Australia</i>	2002
Forever Living Philippines Sales and Product Product Knowledge Seminars	2000

SKILLS/HOBBIES

Driving
Computers - Proficient in Windows applications, Local and Wide Area Networking, Data Interfacing,
Computer troubleshooting and Repair, Programming, Dealer Management Systems
Automobile troubleshooting and repair
Electronics
Playing & Teaching Golf

AFFILIATIONS

Camp Aguinaldo Golf Club
CIRCA Golf Club

PERSONAL DATA

Birth date: November 17, 1964
Birthplace: Manila
Age: 43 years old
Religion: Roman Catholic
Civil Status: Married
SSS #: 33-1539008-8
TIN: 134-498-679

REFERENCES

References – available upon request
