



# KEN PAUL H. FORTUNA

## PROFILE

Seeking an opportunity where I will be able to utilize my organizational skills, educational background, and ability to work well with people, which will allow me to grow personally and professionally.

## CONTACT DETAILS

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## PERSONAL DETAILS

Date of Birth:

- June 1, 1984

Marital Status:

- Single

Languages:

- English
- Tagalog

Driving License:

- Philippine Driver's License
- International License

Visa Status:

- Visit Visa

## WORKING EXPERIENCE

**Territory Manager – Sales and Distribution**  
**Pepsi-Cola Products Philippines, Inc. – Davao Plant**  
**(October 2018 – July 2023)**

- Monitor daily performance and supervise routes under my territory
- Conduct twelve work\*with/route ride with my routes within a month
- Develop and implement sales plans weekly to meet or exceed sales targets within the assigned territory
- Conduct regular market analysis to identify opportunities, trends, and potential challenges within my territory
- Monitor competitive activities during work\*with
- Conducts regular stock inventory with business partners to avoid sales loss
- Conduct regular store visits to gather feedback and understand customer needs and drive sales
- Coordinate with logistics team to ensure timely and accurate product delivery to the customers
- Collaborate with cross-functional departments such as Marketing, Finance, and Operations to align sales strategies and achieve common business objectives
- Provide guidance and support to business partners within my territory

**Key Outlet Manager – Sales and Distribution**  
**Pepsi-Cola Products Philippines, Inc. – Davao Plant**  
**(November 2015 – September 2018)**

- Conduct daily cash/cheque collection to outlets and monitor their credit limit
- Sell the full range of products to an agreed list of customers
- Call frequencies as well as the daily route plan are key to maintaining the levels of customer satisfaction demanded by the company
- Carry out the daily and weekly vehicle checks
- Supply ready to ship customer orders on time
- Maintain individual customer stock levels to the agreed requirements to make sure that out-of-stock problems are kept to a minimum
- Responsible for the implementation of the agreed in store merchandising communicated by the Sales Manager
- Provide outlet support in terms of marketing collaterals during special events
- Advise the Sales Manager of any relevant competitor activities taking place in the area served
- Daily reconciliation of all cheques, cash & credit sales
- KPI's will be used to measure performance
- Monitor and check any defects on stocks during outlet visit
- Maintain a high standard of driving

## SKILLS

- Computer literate(Excel/Word/PPT)
- Strong communication skills
- Flexible and can easily adjust to any mental or physical task
- Willing to be trained to enhance knowledge, skills, and attitude
- Strong work ethic
- Time management
- Driving

### **Territory Coordinator – Sales/Administrative Support Pepsi-Cola Products Philippines, Inc. – Davao Plant (January 2013 – October 2015)**

- Greet and welcome guests in a professional manner
- Assist with customer inquiries
- Schedule appointments with customers
- Manage incoming and outgoing mails and answering phone calls
- Provide general administrative support to management and staff as needed
- Generate and collate daily reports and email directly to Market Analyst
- Collate competitor activities that the salesmen gather at trade and informs the Sales Manager
- Provide sales support to sales team to achieve business objectives
- Gather all orders from salesmen and input data to the system
- Prepare annual operating plan together with the Area Sales Manager and presents to top management
- Reports directly to Area Sales Manager

### **Route Settlement Analyst – Warehouse Operation Pepsi-Cola Products Philippines, Inc. – Davao Plant (January 2011 – December 2012)**

- Gather all sales order and inputs data to the system
- Settles necessary documents from salesmen
- Safekeep official receipts to all salesmen after their daily route to avoid necessary problems that might occur
- Conducts monthly inventory together with the Sales Office Manager
- Perform cashier tasks in absence of Sales Office Manager

### **Purchasing Assistant Pepsi-Cola Products Philippines, Inc. – Davao Plant (May 2010 – December 2010)**

- Prepares quotation from suppliers and informs the Purchaser
- Assists in procurement process by researching vendors, tracking orders, and maintaining purchasing records
- Responsible for monitoring stock levels to avoid out-of-stock
- Ensure timely deliveries from suppliers
- Monitors company inventory and orders new stock when necessary

## **EDUCATIONAL ATTAINMENT**

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### **Ateneo de Davao University Bachelor of Science Major in Business Management (SY 2001 – 2008)**

6/F Community Center of the First Companions Roxas Avenue,  
Poblacion District, Davao City, 8000 Davao del Sur

***I hereby certify that the above information is true and correct to the best of my knowledge and beliefs.***