

## RUBÉN VILLASANTE RICALDE

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Self-motivated executive possessing an excellent background of more than 32 years of international and domestic experience in Business Development, Marketing, Sales, and Management. Proven experience in leadership and strategy development for Latin American markets.

- Co-developed the **Post Harvest Solution portfolio** in the Mexican Fruits & Veggies market
- Developed Latin America Market for Fagro Foliar Fertilizer resulting in sales of **US\$2M in 3 years**
- Field development of a botanical Insecticide in Spain – **20,000 It sold in 4 years**
- **Launched E-commerce** for the Fungicide [fumispore.webxtech.me](http://fumispore.webxtech.me)
- Accomplished to change Fagro's branding and reputation thus positioning it as **a major player** in the organic market - Nature Fagro
- Developed FMC's Specialty Products business in North Latin America making Cynoff (insecticide) **a market leader**
- Positioned FMC as the **number one** option for insecticides in Mexico
- Launched FMC's non-crop business in North Latin America bringing the company **US\$2.5M in annual sales**

### EMPLOYMENT HISTORY

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- Marketing and International Business Development Director,** Jun '08- Today  
FARMACIA AGROQUÍMICA DE MEXICO SA DE CV; Saltillo, Coah, Mexico
- Designed a plan for the company's new positioning in the organic or zero residue Ag market - "Nature Fagro". 22,000 units Organics Insecticide
  - Identified and acted upon market opportunity for Biocontrol in Latin America and Spain
  - Created communication strategies to develop new commercial alliances with distributors like FMC Corporation. US\$2M business
  - Developed Strategic Business Plan for 2015
  - Constructed a new Business Model through Innovation – AVANTIA / Post Harvest to Export Fruit & Vegetables to US
  - Co-developed a full portfolio of products for the Post Harvest Market of F&V
- Owner, CASTER METAL SA DE CV; Saltillo, Coah, Mexico** Mar '06- Jun '08  
Metal Finishing – Chrome for export market. Annual sales US\$1.0 million
- Produced 500 daily Chrome chair frames to export to USA
  - Reduced workforce in 16% from 50 to 42 workers, improving productivity 11%
- Owner and Northern Zone Director, GRUPO VERTICE COMUNICACION; Monterrey, NL. Mexico** Jul '03- Mar '06  
Business development and implementation of Marketing and Communication Customer strategies
- Partnered with company founders; initiated and developed the Northern Regional office
  - Lead main projects:
    - Redesigned Communication and Marketing strategy of InverCap (Financial Institution)
    - Developed and launched new image and key communication concept of Afore InverCap
    - Devised Internal Communications plan for Home Depot
    - Launched Hines Sales and Communication program - an International Realtor in its first housing complex

**Global Insecticide Market Analyst, FMC CORPORATION; Princeton, NJ**

Mar '00-  
Jul '03

Responsible for the analysis of the global insecticide business. Developed strategies and long-range plans of new products. In charge of the analysis, development and implementation of special projects

- Lead commercial launch of a new product in the banana market
- Developed strategic analysis of the global insecticide business for three years
- Developed and maintained the integrity of the global insecticide market and competitive intelligence databases
- Lead market opportunity analysis of new insecticide project candidates globally – 6 key insecticide leads
- Integrated the knowledge of the insecticide business worldwide
- Worked with FMC AG business management group to identify and effectively communicate market needs and opportunities in the global insecticide markets

**NA Marketing Research and Information Manager, FMC CORPORATION; Philadelphia, PA**

July '97-  
Mar '00

Managed the market research group.

- Implemented and successfully maintained the “Customer Management and Sales Force Automation” program through Lotus Notes
- Developed and implemented market research studies to build knowledge base with a budget of US\$1.2M
- Successfully implemented New Marketing programs in the Cotton, Vegetables and Corn markets
- Conducted computer training, OverQuota (CRM). 125 employees received new laptops with the new system
- Coordinated and centralized competitive intelligence within the organization
- Maintained all market research databases

**Specialty Products Latin America North Manager, FMC CORPORATION; Miami, FL**

Feb '94-  
July '97

Responsible for launching the non-crop business in Latin America North

- Set and met goals: sales of US\$2.5M (10% Mkt share), profit of US\$1.2M, 10% reduction expenses and 98% of the budget for Non-crop business in Latin America North
- Prioritized R&D projects – Part of the team that obtained the Patent of the insecticide Bifenthin in Banana Bags
- Responsible for Technical training for distribution network and FMC employees
- Developed and implemented the Stewardship and Safety Programs in Latin American North ensuring products met FMC environmental and safety guidelines – 95% reduction on intoxication cases. Best Stewardship program FMC worldwide

**Marketing and Specialty Product Manager, FMC CORPORATION; Guadalajara, México**

Sept '90-  
Feb '94

Responsible for the Marketing department and the introduction of the non-crop business

- Positioned FMC as the leader in the insecticide crop protection and non-crop businesses, 13% market share, resulting in brand recognition allowing an steady increase in market share and profits
- Set up and initiated productive marketing and non-crop teams by effectively recruiting, training and motivating employees, thus reducing turnover costs
- Successfully introduced the non-crop product line with sales of US\$1.5M, 25% Mkt share and developed new customers for the animal health market
- Created marketing plans for executing in crop and non-crop markets
- Developed and implemented the Stewardship and Safety Programs recognized as the best in FMC AgChem
- Developed a training program and trained the sales force and over 80 customers

**Product Manager, FMC CORPORATION; Guadalajara, México**

Jun '88-

- Responsible for the development of new and existing crop protection products Sept '90
- Developed and implemented marketing plans to be on target with strategies and goals
  - Implemented a process to work with advertising agency and other vendors to supply services to distribution red
  - Launched three new products in four markets positioning FMC as a key player
  - Developed and implement an innovative new product presentation and image positioning FMC as one of the leaders in the insecticide market
  - Integration leader for high performance teams – Increased productivity and channel distribution efficiency
  - Stewardship program leader – Best program in Global FMC
  - Elected a Top Trainer for FMC main development programs

- Sales Rep, FMC CORPORATION; Guadalajara, México** Jan '83-  
Jun '88
- Responsible for the sales and development of a territory
- Consistently met or exceeded annual revenue goals, US\$1.0M. Consistently ranked in the top 5% of all territories
  - Coordinated all the promotional and advertising activities in the territory
  - Developed a new distribution network in the region
  - Provided technical service to the customers
  - Received FMC Best Sales Representative Award for Outstanding performance in 1987

## **EDUCATIONAL BACKGROUND**

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### **Saint Joseph's University, The Haub School of Business, Philadelphia, Pennsylvania, USA**

- Executive Master Business Administration, 2002

### **Tec de Monterrey, Monterrey, NL, México**

- Bachelor of Agricultural Engineering, 1982 - Received Honorable Mention
- Postgraduate in Marketing, 1992

### **Newfield Consulting**

- Apprentice of Ontological coaching, 2007

### **International Courses**

- Leadership Development Skills, Center for Creative Leadership
- Practical Marketing Research, The Burke Institute
- Business Alliance, FMC Corporation
- Management of Interpersonal Relations, FMC Corporation
- Neuro-linguistic Programming, (NPL) I and II, Quantum Leap

### **National Courses (Mexico)**

- International Business, ITESM
- Personal Leadership, Grupo Desafío
- Managing Interpersonal Relationships Human Dynamics
- Management skill, ICAMI

## **OTHER INTERESTS & VOLUNTARY COMMITMENTS**

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### **MBA Professor, Universidad Valle de Mexico**

- Marketing program – subjects: Strategic Marketing, Strategic Communication, Market Research and Marketing Plan

### **Professor, VALIA**

- Ethics and Business Leadership – Teaching Professional Ethics

### **Volunteer, ANSPAC ONG**

- Teaching values like Perseverance, Honesty and Ethics to Low Income Workers

### **Languages**

- Fluent in English and Spanish