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Summary

With 20 years in Fast Moving Consumer Goods and Livestock industries, A seasoned Sales and Marketing professional skilled in strategic planning, market analysis, and sales optimization. Specializes in developing effective marketing strategies, managing budgets, and building customer relationships, consistently supporting business goals.

Experience

MARKETING MANAGER - FOOD BUSINESS UNIT | January 2022 - Current

Vitarich Corporation – Marilao, Bulacan

Brand: Cook's Fresh Chicken and Cook's Flavor Origins Marinated Chicken

- Develop and execute long-term strategic plans for the entire business unit, including product development and branding.
- Conduct thorough market research and analysis to identify opportunities for product innovation and market expansion.
- Collaborate with cross-functional teams to conceptualize, plan, and launch new products that meet customer needs and align with brand objectives.
- Create and implement branding strategies that resonate with target audiences and differentiate the product offerings in the market.
- Develop and maintain brand guidelines to ensure consistency across all marketing communications and touchpoints.
- Monitor market trends, consumer behavior, and competitive activities to adapt strategies and capitalize on emerging opportunities.
- Establish key performance indicators to measure the effectiveness of product development and branding initiatives and adjust plans as needed to drive business growth.
- Foster a culture of creativity, innovation, and continuous improvement within the marketing team to stay relevant in the competitive landscape and achieve long-term success for the business unit.

CATEGORY MANAGER - FEEDS | June 2021 – January 2022

Vitarich Corporation – Marilao, Bulacan

Brand: Hogs – Advantage Plus, Premium Plus, and Professional

Poultry – Poultry Advantage, Premium, Supreme

- Develop and implement category strategies to drive growth in the animal feed segment.
- Conduct market research and analysis to understand customer needs, competitive landscape, and market trends.
- Manage product assortment and promotions to optimize sales and margins.
- Work closely with sales teams to develop effective marketing campaigns and promotions to drive awareness and demand for animal feed products.

- Monitor and analyze sales performance and market trends to identify opportunities for product innovation and improvement, in collaboration with the research and development team.
- Ensure compliance with industry regulations and standards related to animal feed products.

PRODUCT MANAGER – POULTRY | October 2020 – June 2021

Cargill Philippines Inc. – Pulilan, Bulacan

Brand: New Gen, Exact

- Product line strategy and SKU management
- Lead product launch and campaign activities.
- Lead annual planning process for the product line and responsible for the product line performance.
- Sales / Marketing / Technical support

CATEGORY MANAGER – FEEDS | September 2019 – August 2020

Vitarich Corporation – Marilao, Bulacan

Brand: Hogs – Advantage Plus, Premium Plus, and Professional

Poultry – Poultry Advantage, Premium, Supreme

- Define strategic direction and brand positioning for the category.
- Develop strategies to boost sales and meet customer goals.
- Analyze market trends and customer insights to identify growth opportunities.
- Collaborate with cross-functional teams to execute strategies effectively.
- Implement innovative marketing campaigns to drive category growth.
- Build relationships with key stakeholders.
- Continuously optimize strategies for long-term success.

TRADE MARKETING MANAGER – FEEDS | June 2017 – September 2019

Vitarich Corporation – Marilao, Bulacan

Brand: Hogs – Advantage Plus, Premium Plus, and Professional

Poultry – Poultry Advantage, Premium, Supreme

- Develop and execute trade marketing strategies for animal feeds.
- Coordinate with sales and distribution teams to execute marketing plans effectively.
- Create promotional materials and POS displays for increased product visibility.
- Conduct market research to identify trade opportunities and consumer preferences.
- Analyze sales data to evaluate the success of trade marketing initiatives.
- Build relationships with key trade partners, such as retailers and distributors.
- Stay informed about industry feeds and competitor activities.
- Manage trade marketing budgets to maximize ROI.

TRADE MARKETING MANAGER | October 2015 – May 2017

Permex Producer and Exporter Corporation – Zamboanga City

Brand: King Cup Sardines, Paradiso Sardines, Permex Tuna

- Responsible for the merchandiser deployment in supermarkets, nationwide.

- Conceptualization and execution of push selling, wet and dry sampling activities, trade conventions, DTI caravans, food expos, and below-the-line activities in public markets and sari-sari stores.
- Development and implementation of promotional packs, specifically designed for each channel.
- Collaboration with the Procurement department for Marketing materials
- Alignment of plans with regional distributors, nationwide.
- Monitoring of budget and performance of 10 direct reports.

ACCOUNT DEVELOPMENT MANAGER | January 2013 – October 2015

Mega Fishing Corporation – Ortigas, Pasig City

Brand: Mega Sardines, Mega Creations, Mega Tuna, Valley Farm and Oh My Ulam

- Identify growth opportunities within existing accounts and develop strategies and programs to capitalize on them.
- Collaborate with Sales and Marketing to ensure effective execution of account programs.
- Analyze sales data and market trends to identify opportunities for product assortment optimization and promotion planning.
- Provide regular performance updates and insights to internal stakeholders and retail partners.
- Stay informed about industry trends, competitor activities, and market developments to share with sales and marketing teams.

KEY ACCOUNT MANAGER | August 2012 – January 2013

Mega Fishing Corporation – Ortigas, Pasig City

Brand: Mega Sardines, Mega Creations, Mega Tuna, Valley Farm, and Oh My Ulam

- Responsible for the achievement of Volume, Distribution, Merchandising, Collection, Expenses, Returns Management, and Account Development of the following assigned modern trade accounts: Robinsons Supermarket, Waltermart, Shopwise, Rustans, Wellcome, Metro Gaisano, Landamrk, Hi-Top, Cherry Foodarama, Family Mart, Royal Duty-Free Shop, and Fishers Supermarket.

CHANNEL MANAGER | July 2011 – August 2012

Benby Enterprises Inc. – Banawe, Quezon City

Brand: Mars Snacks (M&M's, Snickers), Mars Pet (Pedigree, Whiskas), Conagra (Hunts, Swiss Miss), Simply Cooking Oils, General Mills (Pillsbury, Old El Paso)

- Ensure the execution of global directives from principals in local modern trade accounts.
- Guarantee the achievement of set targets by the total group, consisting of 5 key account managers, which covers all national chain accounts like SM, Robinsons, Puregold, etc.
- Ensure that merchandising standards are met by the total group, including 5 trade development specialists.
- Maintain returns and expenses are within allowable budget.
- Achieve collection targets.
- Conduct monthly business reviews with principals.
- Conduct annual business reviews and planning with trade partners.

KEY ACCOUNT MANAGER | January 2008 – July 2011

Benby Enterprises Inc. – Banawe, Quezon City

Brand: Pepsico (Quaker Oats, Lays), Mars (Snickers, Pedigree), Perfetti Van Melle (Mentos)

Conagra (Hunts, Swiss Miss), General Mills (Pillsbury)

- Responsible for the achievement of Volume, Distribution, Merchandising, Collection, Expenses, Returns Management, and Account Development of the following assigned modern trade accounts: Robinsons Supermarket, Waltermart, SNR, Metro Gaisano, Shoppersville, Shopper's Mart, Isetann, Ever Supermarket, Ultramega, Super 8, Cherry Foodarama, and Grocers E (Eunilaine)

Other Work Experiences

- ASSISTANT STORE MANAGER | July 2004 – December 2007
Robinsons Supermarket Corporation
San Fernando, Pampanga
- PRE-SCHOOL TEACHER | May 2003 – February 2004
Smart Readers SDN BHD
Pacita Complex, San Pedro, Laguna

Education

Bachelor of Science in Psychology

April 2003

University of Perpetual Help - Laguna