

# Commercial Manager

## Productive Units Vice Presidency

Zamorano University

[www.zamorano.edu](http://www.zamorano.edu)

### Key responsibilities

- Design, implement, and execute the commercial strategy across product mix, pricing, promotions, channels, and marketing to drive sustainable growth in sales, distribution, and profitability.
- Develop and manage business plans for each customer segment, ensuring efficient and effective product distribution.
- Build and maintain strong relationships with business partners, clients, and suppliers to generate new commercial opportunities.
- Identify and pursue potential strategic alliances.
- Provide weekly business performance reports and updates on the execution of the annual plan to the Productive Units Board.
- Lead the execution of commercial strategies.
- Ensure compliance with the budget, financial goals, policies, and operating procedures, in line with the company's standards and strategic framework.
- Oversee and negotiate commercial agreements with both new and existing clients to ensure fulfillment of sales, distribution, and profitability targets, while fostering long-term partnerships.
- Analyze key performance metrics related to clients, products, and commercial initiatives on a weekly basis to identify opportunities for improvement or strategic adjustment.
- Continuously monitor market trends and competitors to make timely decisions and adapt commercial plans accordingly.
- Lead, motivate, and manage the performance of the commercial team.
- Propose and implement sales incentive programs for the commercial team.

### Qualifications

- Bachelor's degree in Business Administration, Marketing, Agronomy, or a related field.
- At least 7 years of relevant professional experience in industry or similar commercial leadership roles.

### Specialized knowledge & skills

- Proven track record in developing and executing commercial strategies and leveraging sales data.
- Experience optimizing workflows and managing teams through KPI-based performance systems.
- Strong background in market and competitor analysis.
- Skilled in customer relationship management and business development.
- Experience in budget control, financial goal tracking, reporting, and performance analysis.

- Solid experience in sales and commercial operations, especially within retail, hospitality, and food service sectors (e.g., hotels, restaurants, catering).
- Proficient in Microsoft Office Suite (advanced level).
- Willingness to travel domestically.
- Intermediate English proficiency: able to understand main ideas in clear, standard written or spoken content on familiar topics (e.g., work, study, leisure), describe experiences and aspirations, and justify opinions or plans briefly and coherently.

**Key competencies**

- Commitment and accountability
- Quality-driven mindset
- Innovation and adaptability
- Integrity
- Customer service oriented
- Strong communication skills
- Team collaboration
- Project management
- Strategic thinking and planning
- Mentoring and leadership
- Business acumen
- Analytical and research capacity

**How to apply**

Interested candidates should submit a cover letter, an updated resume, and contact details (including phone number and email) for at least three (3) professional references. Applications should be submitted in Word or PDF format to the Human Resources Office at:

[talentohumano@zamorano.edu](mailto:talentohumano@zamorano.edu)

Subject line: **Commercial Manager**

Application deadline: **July 10, 2025**

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**Non-Discrimination Policy**

Zamorano University is committed to equal opportunity and does not discriminate based on ethnicity, race, religion, gender, or nationality in its educational policies, admissions, financial aid programs, extracurricular activities, employment, or any other aspect of university operations.