



Luis Cantu

Accomplished manager/leader adept at demand gen/mkt expansion in the UK & globally. Commercialisation & growth expert.

Leeds, UK

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Links

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Languages

Portuguese (Fluent)

Mandarin (Basic)

German (Fluent)

French (Fluent)

English (Native)

Spanish (Native)

Italian (Basic)

About

I am passionate about helping companies generate and capture growth opportunities in the UK and abroad. Whether you are looking for someone who can commercialise your products or services, a professional adept at demand growth and/or market expansion, or want an experienced Commercial Manager who can drive both the strategy and sales/demand growth, I bring a wealth of industry experience developed in international roles, as well as a track record of success launching novel products to market and driving consistent sales growth.

As a British and Mexican citizen with over 7 years of management and team leadership expertise who is business fluent in English, Spanish, French, German, and Portuguese and has launched successful commercial ventures in the UK, Europe, Latin America, and Southeast Asia, I am actively looking to join a team who would benefit from:

A self-starter who can quickly understand how your industry and market segment operates and hit the ground running

A commercial and financially astute manager who has managed global sales P&Ls and has a track record of both setting and rolling out successful go-to-market strategies

A savvy business developer who is talented at building and developing long-term relationships/partnerships that deliver consistent sales growth

An experienced hunter and farmer who can close high-value accounts, manage and grow key accounts, and drive lead generation and demand growth

A skilled communicator who can lead and deliver online and offline marketing communication strategies and translate customer needs into bespoke solutions through a consultative sales approach

I am currently based in Leeds and am frequently working from London. Moreover, I am open to relocating and commuting to your company's location.

Industries where I have relevant experience

- Retail
- Fast-moving Consumer Goods (FMCG)
- Food and Beverage
- Food Ingredients
- Construction
- Software as a Service (SaaS)
- Specialty Chemicals
- Petrochemicals
- Supply Chain Consulting
- Regulatory Compliance Consulting

BRANDS WORKED WITH

- CO2Sustain
- Stephenson
- Walmart
- Coca-Cola FEMSA
- Petrotemex
- FEMSA Logística
- CEMEX México
- Cognis GmbH
- Penman Consulting

Experience



● Commercial and Strategy Manager

Penman Consulting | Feb 2023 - Aug 2023

Commercial and Strategy Manager for Active Steward, a subsidiary of Penman Consulting. Penman Consulting is a leading consultancy for Regulatory Compliance in the Chemicals Industry.

- Analysed market feasibility of launching Active Steward as a stand-alone Software-as-a Service (SaaS) regulatory compliance platform

for the chemical, petrochemical, and crop protection industries. My work led to repositioning Active Steward's value proposition, target market, software development pipeline, and partnership strategy.

- Revamped Active Steward's commercial strategy to integrate with Penman Consulting's services and create upselling and new revenue opportunities with Penman's customer base.
- Set up an active sales pipeline with over 20 £40k+ opportunities and managed an existing business P&L of £500k focused on annual licensing and maintenance fees.
- Built a partnership with a leading SaaS and cloud applications integrator to accelerate time-to-market for Active Steward's software development pipeline.



● Strategy and Commercial Manager

CO2Sustain | Sep 2021 - Jun 2022

Sustain CO2 Ltd. started as a subsidiary of Stephenson. It is a supplier of ingredients to the Beverage industry focused on providing a longer-lasting refreshing experience to consumers of fizzy drinks. I got promoted after the company became a stand-alone business.

- Led and implemented a Global Sales Strategy focused on key decision-taker engagement, customer qualification, sales potential, and sales cycle time. The implementation resulted in a 50% decrease in the sales cycle time and a strategic realignment of the sales roadmaps focused on less but more profitable accounts.
- Full P&L responsibility (over £700k/year) for a volume-driven, high-margin, specialty chemicals product portfolio with 12–18-month sales lead time and management responsibility for 20 markets across Latin America, South Europe, and Southeast Asia.
- Realigned sales portfolio to exit markets with high regulatory barriers and focus on high-volume beverage categories, leading to a recovery of sales lost due to pandemic-induced lockdowns.
- Negotiated with agents and distributors to maintain higher stock levels and gain access to their technical teams to run customer testing on their facilities, shortening the product testing phase and increasing sales by 10%.



● Business Development Manager Latin America and Southeast Asia

Stephenson | May 2016 - Sep 2021

Worked for a new business unit within Stephenson, which was spun off and renamed Sustain CO2 Ltd. Stephenson manufactures active ingredients for personal care products.

- Designed and implemented the go-to-market strategy for the global launch of CO2Sustain.
- Full P&L responsibility (£600k/year) and management responsibility for 16 countries across Latin America and Southeast Asia.
- Established Stephenson as a credible supplier of ingredients to the Beverage industry (the company had never sold products to this industry).
- Developed online and offline marketing collaterals in Spanish, Portuguese, and French and coordinated marketing campaigns with distributors and agents to promote CO2Sustain.
- Executed a multichannel sales strategy focused on direct sales and sales via a distributor/agent network to grow sales from nil to £600k/year in 3 years for a volume-driven, high-margin, specialty chemicals product portfolio with 12 to 18-month sales lead time.
- Won £1m+ contract with a Top 10 Beverage Manufacturer and led the rollout in 15 countries.
- Revamped sales methodology from technical to consultative selling, leading to a 20% YOY sales growth and winning accounts in new beverage categories.



● MBA Summer Intern Corporate Strategic Planning

Walmart | Jun 2015 - Aug 2015

• Supported the VP and Senior Subdirectors with performance assessments and/or rollout of ongoing projects, proposed go-to-market strategies, and presented feasibility studies on new strategic initiatives

• Presented a detailed diagnostic and recommendations to the VPs of Walmart's business units and other internal stakeholders on how to in-

crease traffic and sales for the online Grocery Home Shopping operation at Walmart Supercenter, as well as a market entry strategy for the Mexican mobile telecommunications market

- Improved communication efficiency as primary liaison between Walmex and the McKinsey Social Initiative to roll out a training program to support unemployed youth to gain the skills to apply for a job as a cashier in Walmart stores nationwide, leading to 10 new hires from students that enrolled in the program

- Identified stakeholder accountability challenges impacting the performance of Walmart Foundation's Little Producer Program and partnered with staff to propose an improved process flow that allowed Walmex to increase the number of small producers participating in the program

● Capex Programme Manager

Coca-Cola FEMSA | Nov 2009 - Feb 2014

Gained buy-in from Regional Vice Presidents and Country Managers to set up a Capital Expenditure (Capex) and Post-mortem Review area from scratch across 9 countries in Latin America and the Philippines through negotiation and stakeholder engagement, leading to:

- Increased transparency for the CFO and the Board of Directors on the financial, operational, and Capex cash outflow performance of strategic projects (over USD 2.5m) and their alignment with the corporate strategy and business plan

- Active involvement of the Corporate Treasury in the strategic project scope conversations, Capex approval and execution, and post-mortem review

Using financial modelling and analysis, created in-depth weekly and monthly reports for the CFO and Board of Directors on Capex approvals, cash outlay, post-mortem review, and working capital management

Developed a Post-mortem Review methodology implemented in over 40 Post-mortem Reviews covering all areas of the company (strong focus on Manufacturing, Supply Chain, New Product Launches, and M&A post-integration synergies)

Designed tools and methodologies to streamline the Capex budgeting and approval processes, allowing us to:

- Increase accountability from country operations and focus on added value and ROI

- Share best practices across countries via an online post-mortem repository

- Reduce Capex assessment and approval times by 50%

- Increase accuracy in Capex needs identification and better execution (in the first year planned Capex was 20% lower and Capex execution reached 95%)

Education & Training

2014 - 2016 ● **Alliance Manchester Business School**
Master of Business Administration - MBA,

2000 - 2005 ● **Tecnológico de Monterrey**
Bachelor of Science - BS,