

**KRISTOFFER SOMOZA VIRAY**

**12 Rigodon St., Lanzona Subd., Matina, Davao City**

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***Bachelor’s Degree graduate from Ateneo De Davao University with significant experience in business development, operations, policies and procedures, and extensive management experience in the fields of Sales. Handled Corporate Training on a National Level, covering the South of Luzon, Visayas and Mindanao. Garnered Outstanding Sales Awards from Top Multinational Companies in the Pharmaceutical Industry. Exceptional people management skills establishing good customer relationship. Excellent communication skills shown to top management, subordinates and colleagues. Outstanding public speaking and facilitation skills. With training in basic module designing. Adept in giving excellent oral and written presentation to a diverse educational background. Self-starter, disciplined and goal-oriented. Technical proficiency includes Office Applications, Adobe Photoshop software and basic Pro-show video editing. Non-professional driver’s license holder.***

**PROFESSIONAL ACHIEVEMENTS**

**Promotion-Corporate Sales Training Officer – PODD Supervisor November 2012**

**Promotion-Business Development Management Trainee April 2012**

Personal Collection Direct Selling, Inc.

**Quota Buster of the year February 2010**

**Achieved 115% Annual Sales Target**

Alcon Laboratories, Inc.

**Most Outstanding Product Sales Performer of the Year January 2007**

Deconex Products

**Most Outstanding Product Sales Performer of the Year January 2007**

Hudson RCI of USA Products

**Product Demonstration Award January 2006**

**Awarded as Best Product Detailing**

Centramed Philippines Company

**WORK EXPERIENCES**

**Yangtze Group of Companies, Davao Based (Key Cities in Mindanao)**

**Corporate Training, People Management and Business Development Manager**

**Head Branch OIC July 1, 2014 – present**

* Apprentice to the Human Resource and Administration Director
* Assists in Employment, Labor Relations, Compensation and Benefits of all employees
* Creates and implements training programs that connect employees with their business goals

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**Yangtze Group of Companies, Davao Based (Key Cities in Mindanao)**

**Corporate Training, People Management and Business Development Manager/ Head Branch OIC**

* Consults with the Executive Committee and other leadership to identify business programs and processes
* Identifies and evaluates business initiatives to ascertain appropriate programs that meet company goals
* Develops methods for data filing, data analysis methodologies, and management reporting
* Creates effective strategic planning methods
* Identifies data collection tools, data sources, benchmarks, and performance targets
* Implements organizational effectiveness interventions aligned with company goals
* Develops team-building exercises and workshops
* Implement major changes in all aspects of operation to increase sales
* Discusses with management to identify specific work situations requiring employees to better understand changes in policies, procedures, regulations, and technologies
* Develops methods of measuring if performance management aligns with organizational goals
* Diagnose potential organizational problem areas to further improve business
* Analyze needs, recommend, create and implement training and development systems
* Creates definitions of desired individual or group performance
* Over-all in charge of Sales and Operation
* Supervises staff and sales force for sales and recruitment goals
* Responsible for Planning and Implementing effective marketing strategies
* Leads the staff in branch and area management
* Leads and motivates staff for improvement of productivity and performance
* Recommends employees for promotion for company growth and to set employees’ career path
* Cascades organizational development and soft skills training to employees
* Identifies and designs training modules appropriate to the needs of the organization

**Red Logo Direct Lifestyle, Inc. Davao Branch (Golden ABC Inc.)**

**Branch Manager August 27, 2013- present**

* Over-all in charge of sales and operations for Davao City, Cotabato and Surigao del Sur
* Supervises staff and sales force for sales and recruitment goals
* Responsible for planning and implementing effective marketing strategies
* Leads the staff in branch and area management
* Responsible for attaining sales targets
* Prepares monthly strategic map for the assigned branches and ensures the implementation of activities
* Conducts monthly sales forecast and accomplishes monthly operation report
* Monitoring monthly inventory monthly product forecast
* Conduct foot traffic analysis and average order

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**Personal Collection Direct Selling Inc., Quezon City**

**-Corporate Training Officer November 5, 2012- March 30, 2013**

**-Business Development Management Trainee February-November 2012**

**-Sales Training Officer October 17, 2011-February 2012**

**Corporate Training Officer for People and Organization Development Division,**

**Corporate Headquarters, Quezon City (In-charge of South Luzon, Visayas and Mindanao)**

* Cascades Organizational Development and Soft skills training to employees on a National Level
* Identifies and designs training modules appropriate to the needs of the organization.
* Analyses root causes for organizational problems and recommend corrective actions.
* Develop strategic plan for achieve organizational goals.
* Develop best practices to improve organizational performance and effectiveness.
* Identify performance gaps and determine training needs.
* Ensure that employees work effectively to meet and exceed the business expectations.
* Build positive and achievement oriented work environment for employees
* Develop team building programs to ensure integrity and consistency between various teams.
* Develop performance management program and leadership development program to support organizational growth
* Develop effective solutions to meet business challenges and mitigate business risks.
* Evaluate current business processes and recommend improvements.
* Develop change management program to support and implement new initiatives.
* Stay abreast with organizational development trends.
* Coordinate with employees to support their professional and personal development goals.

**Business Development Management Trainee and Overall In-Charge for Magallanes and Matina Branch, Davao City**

* Responsible for attaining recruitment and sales targets
* Prepares monthly strategic map for assigned branches and ensures the implementation of activities.
* Conducts monthly sales forecast and accomplishes monthly operation report
* Monitoring monthly inventory monthly product forecast.
* Supervise sales and branch operations of two branches

**Sales Training Officer for Magallanes Branch, Davao City**

* Responsible for training and updating products and promotion to sales force
* Accurately prepares monthly sales and training output reports
* Assists the Business Development Manager in achieving sales and recruitment targets

**Philippine American Life and General Insurance Company (AIA)**

**Business Development Manager: Metro Davao- Davao City**

* Responsible for Planning and Recruitment of new leaders and financial advisors
* Develops, trains and prepares agents to become new leaders to achieve budget through the successful implementation of the strategy
* Coaches, mentors and directs financial advisors and monitors actual sales and generates forecast

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**Merck Sharpe Dome Inc (Philippines) in Northern Mindanao Based**

**Medical Representative: Northern Mindanao- Cagayan de Oro City August 2010 – February 2011**

* Responsible for updating territory and account records to identify accounts business potential and current prescription patterns in order to profile account and establish rating scale
* Promotes products with clinical studies directly to practitioners
* Accomplishes prescription survey during drugstore and pharmacy calls
* Prepares and presents annual business strategy plans to maximize opportunities to hit monthly goals

**Alcon Laboratories (Philippines) Incorporated**

**Surgical Specialist: Visayas and Mindanao Region August 2008- June 2010**

* Effectively train medical practitioners with new surgical techniques and updates on eye surgery
* Updates medical specialists with new line of innovative products

**Medical Service Representative: Western Visayas and Southern Mindanao**

* Successfully achieves sales targets and engages new key customers in the area
* In charge of relationship building with assigned medical professional contacts, territory management of assigned area customer development, and market intelligence.

**Centramed Philippines Company**

**Professional Sales Representative August 2006- August 2008**

* Successfully achieves sales targets and identifies new key customers in the area.
* In charge of relationship building with assigned medical professional contacts, territory

Management of assigned area customer development, and market intelligence

* Gathers monthly OR census and inventory supply during hospital and operating room visits.
* In-charge of collecting account receivables for customers.

**TRAININGS/ SEMINARS ATTENDED**

**Trainings under Personal Collection DSI**

Triumph Bldg., Quezon Ave, Quezon City

* Corporate PC DNA Training – Culture Building
* Training the Trainer course program
* ISD- Instructional System Design program Training (Module designing)

**Trainings under Philippine American Life and General Insurance Company**

Rizal Street, Davao City

* Pre-contract Training Course
* NMA- Non- Medical Authority Training
* Ordinary Life Insurance Training

**Trainings under Alcon Laboratories Phils. Inc**

3rd Floor, LGI building, Ortigas Avenue

San Juan, Metro Manila

* Global Professional Selling (Consultative Selling-Surgical)
* Product knowledge and Medical detailing

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**Trainings under Alcon Laboratories Phils. Inc**

* Corporate Training Global Professional Selling PHASE 1 and 2
* Glaucoma program training
* Dry EYE program training

**Trainings under Centramed Philippines Company**

Maerisco Bldg, Mt. Apo Street, Davao City

* Product sales, Promotions and Marketing
* Cycle of Marketing With Innovation (Sales and Marketing Workshop)

**Trainings under Red Cross**

* Basic Life Support (Adult Cardio- Pulmonary Resuscitation)
* Standard First Aid Training

**CHARACTER REFERENCES**

**Anabelle B. Abear**

**Former Area Manager for VisMin   
International Toy World, Inc.**  
Presently Manager for Frances Inn

082-295-6463

**Gertrudes C. Collantes**

Organization Development and Training Consultant

Former AVP – People and Organization Development Division

Personal Collection DSI

0932- 9833223

**Pastor Jeffrey Casugbo**

Bible Baptist Fellowship Church

0922-8270522

**Kaye Hebra**

Field Sales and Operations Manager

Tupperware Brands Philippines

0919-487-5768

**Ellen Luz Quillaneta**

Business Development Officer

Davies Paints Philippines Incorporated

0917-791-4955