

FEDERICO VILLARRUEL

Trade Marketing and Commercial Intelligence in Consumer Goods. I translate commercial strategy into measurable execution plans for the channel.

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PROFILE

Bachelor's degree in Psychology from Universidad de Flores (UFLO). Currently completing a Bachelor's degree in Marketing at Universidad Abierta Interamericana (UAI), five courses away from graduation. Over 5 years of experience in commercial development and marketing: I trained in consumer goods within a regional-scale operation and built my own e-commerce ventures.

I work on the information that supports commercial decision-making: management indicators, business analysis, and translating strategy into execution plans. Analytical and hands-on, with a focus on results: I quantify the problem, define the course of action, and carry it through to implementation. I'm looking to grow within the commercial area of a large-scale company, in strategic planning, trade marketing, commercial intelligence, or business development.

Author of "La Teoría del Sándwich," on customer experience, with a foreword by Juan Merodio and #1 in its category on Amazon Kindle. I lecture at UFLO and at the postgraduate program of the School of Economics (UNLP) on AI applied to business and commercial strategy. I cycle and run.

EXPERIENCE

Fedini — Founder | Strategy and Product

AI sales agent for e-commerce and retail · Buenos Aires · Sep. 2025 – Aug. 2026

- Founded and led Dini, an AI sales agent that **operated across more than 50** e-commerce and retail businesses.
- Defined the strategic plan and go-to-market: target customer, value proposition, pricing, and acquisition channels.
- Designed the business metrics system: acquisition, activation, retention, and revenue.
- Discontinued the operation in August 2026. The growth rate did not justify the cost structure. Led the wind-down and the client transition.

SIMPLEX Ecommerce — New Business Coordinator

Buenos Aires · May – Sep. 2025

Consumer goods e-commerce. 70-80 employees and around 5,000 active SKUs. The #1 consumer goods seller and #3 seller overall on Mercado Libre Argentina, with in-house distribution and logistics nationwide.

- Expanded the catalog from 3,500 to 5,000 SKUs: **1,500 new SKUs in five months (+43%)**.
- The expansion generated **between 200 and 400 additional carts per month**.
- Led Proximity, the immediate-delivery operation under the Ecomódico brand within Mercado Libre Delivery, **achieving delivery times under 30 minutes**.
- Managed the full commercial pipeline: prospecting, proposal, negotiation, and closing.
- Built partnerships with technology and commercial partners to expand the company's service offering.

Coca-Cola FEMSA

Buenos Aires · Jan. 2021 – May 2025 (4 years 5 months)

Commercial Development Analyst — Traditional Channel

Oct. 2022 – May 2025 (2 years 8 months)

- Led the local implementation of **P.A.C.E. LAB**, a Trade Marketing pilot with The Coca-Cola Company across 8 self-service stores in Buenos Aires using sensor technology and AI at the point of sale: coordinated regional suppliers and internal execution.
- Led the development of an **AI-powered suggested order system** for the field sales force, generating recommendations based on geolocation, purchase patterns, and the store's socioeconomic level.
- Led a **dynamic pricing and promotions** project in the back office, which parameterized each client's commercial package based on attributes loaded into the customer master data.
- Commercial development of the Traditional Channel across direct and indirect sales: kiosks, grocery stores, convenience retailers, and emerging channel.
- Built the department's sales reports and KPI tracking in Power BI, by channel, region, and segment. **Go-to resource for Excel and Google Sheets** across the commercial team.
- Segmented and prioritized points of sale to direct commercial focus and resources.
- Internal recognition** for "Obsessive and Customer-Centered Focus."

Digital Channels and Telesales Agent — Commercial Contact Center

Jan. 2021 – Sep. 2022 (1 year 9 months)

- Built an automation and mass-communication system in Excel VBA for the team's WhatsApp operation.
- The tool **raised agent effectiveness by 5%**. Presented it to the Commercial Director, which led to my promotion.
- Served and sold to channel customers through telesales and digital channels.

Decks Corporation — Founder

B2B/B2C e-commerce for collectible card decks · Buenos Aires · Jul. 2017 – Dec. 2020 (3 years 6 months)

- Founded the business at 17 and scaled it into a recurring customer base.
- Ran the full operation: importing, pricing, assortment, logistics, and performance marketing.
- Developed the B2B wholesale channel to diversify revenue and stabilize cash flow.
- Sold the brand at 20x** valuation, negotiation, and transition with the buyer.

SKILLS AND LANGUAGES

Strategy and commercial: Trade marketing · Commercial intelligence · Business development · Channel strategy · Sales development · Pricing

Analysis and management: Advanced Excel (go-to resource) · Google Sheets · Power BI · SQL · KPI reporting and tracking · Data analysis · Customer and point-of-sale segmentation · Management dashboards · VBA

Other: AI applied to commercial operations · Process automation (n8n, Zapier, Make) · Consumer psychology · B2B/B2C e-commerce · Digital marketing

Languages: Spanish (native) · English: advanced reading and writing, intermediate spoken