

# RICHARD A. SISTOSO

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## Summary

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13 years of experience in sales & marketing, accounts management, and customer relationship management. My drive is to give 100% customer satisfaction in my field of expertise while integrating my competencies with professional growth for the advancement of the company.

## Skill Highlights

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- Account Management
- Presentation Skills
- Complex problem solver
- Negotiation / Closing Sales
- Creative design
- Innovative | Results-Oriented
- Service-focused / Self-starter
- Business Development

## Experience

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- ❖ **Business Relationship Manager** – August 2021 to March 2023  
**Newcore Industries International Inc.**, Makati City
  - Initiate and develop relationships with clients for business growth.
  - Stay abreast of recent industry trends.
  - Develop and maintain detailed business plans for client projects.
  - Work with management in developing timely solutions for client requirements.
  - Conduct business reviews with clients on a periodic basis.
  - Contact and follow up on qualified clients for new opportunities.
  - Address customer issues/concerns in an accurate and timely manner.
  - Work closely with clients to understand their business needs and explore opportunities for growth.
  - Provide business advice and consultancy to clients in an effective manner.
  - Maintain strong knowledge of the company's products, pricing, policies, etc, so as to educate clients on benefits.
  - Identify present and future business development opportunities with new and existing clients.
  - Maintain strong relationships with existing customers for business retention.
- ❖ **Account Manager (Facilities Fit-Out)** – December 2019 to August 2021  
**Cornersteel Systems Corporation**, Makati City
  - Handles sales and marketing strategies and Formulates plans to achieve sales objectives for facilities fit-out or turnkey projects.
  - Negotiates effectively with prospective clients and ensures to offer of accurate and competitive bidding proposals/schemes to be able to close the account.
  - Coordinates with the technical, responsible for the accurate/complete preparation and presentation of competitive bids proposal that is aligned to meet the company sales objectives of high-quality service, and customer satisfaction level.
  - Responsible for the prompt collection of accounts and eliminates /minimizes/resolves billing disputes of the clients.
  - Maintains and further creates relationships with the key clients of the company.
  - Conducts strategic account reviews with all assigned clients regularly to determine service needs and usage trends.
  - Identifies products and pricing that meet customer needs and business objectives including the areas of growth with value-added services.
  - Coordinates and collaborates with the other Management team for effective management of the project and to enhance service quality to clients.
  - Monitors sales performance of the Company on facilities fit-out and takes appropriate action to meet sales forecast requirements.
- ❖ **Managing Partner (Sole Proprietor)** – March 2016 to January 2018  
**R3 Marketing & Builders Supply**, Cagayan de Oro City
  - Oversees daily business operations and provides overall strategic operations.
  - Maintains positive client relationships and drives new acquisitions.

- Develops and implement organizational goals, procedures, and policies.
  - Consults and cooperates with business partners and employees.
  - Manages, monitors, and reviews business operations.
  - Identifies improvement gaps and implements corrective measures.
  - Reviews and oversees all financial activities, performance, and documentation.
  - Hires, trains, and prepares employment contracts
- ❖ **Sales Consultant – Territory Manager (North Mindanao)** – June 2014 to February 2016  
**James Hardie Philippines**, Cabuyao, Laguna
- Generates prospects leads and turns them into opportunities for sales.
  - Contact potential customers via telephone, email, and face-to-face.
  - Works to KPIs and revenue targets as set by the National Sales Director.
  - Arranges meetings and conduct pieces of training for Architects, Engineers, Contractors, Carpenters, and Counter clerks to demonstrate product knowledge.
  - Negotiating prices with distributors, dealers, developers, and potential customers and closing sales.
  - Identifies opportunities for new business within the assigned market territory.
  - Pays attention to competitors and their activities within the industry.
  - Builds long-term business relationships with new and existing customers.
  - Ensures all administration relating to sales is completed effectively.
  - Works closely with other departments and finds opportunities to cross-sell.
- ❖ **Inside Sales Coordinator (Mindanao Accounts)** – June 2014 to February 2015  
**James Hardie Philippines**, Cabuyao, Laguna
- Supports the entire Mindanao sales operations and ensures the effective maximization of sales opportunities.
  - Cold calls distributor/dealer owners and C-level staff for proper dissemination of sell-in/sell-out programs.
  - Works closely with the rest of the Inside Sales team.
  - Processes Sales Orders and up sells/cross-sells accessories and coordinates with logistics for timely delivery expectations.
  - Account management when required for existing customers.
  - General sales administrations as required.
- ❖ **Sales and Marketing Officer (Merchant Acquisition)** – March 2011 to April 2014  
**Asiapay Payment Technology Corp.**, Makati City
- Responsible for marketing and selling online/offline payment solutions to merchants (Credit Card & Debit Cards payment processing).
  - Identifies the merchants with significant visibility and substantial sales volume.
  - The primary point of contact for prospect merchants.
  - Establishes and builds strong relationships through consistent interaction with merchants regarding their online business model development, industry, the marketplace, and the fraud challenges they face.
  - Engages with payment gateway solutions and with technology/IT, local bank partners for the system, and product integration.
  - Ensures efficient process is in place for timely resolution of merchant queries/complaints as per the defined timelines.
  - Manages the contracting process for client renewals and cross-sales.
  - Work with all other teams within the company and bank partners to optimize the customer experience.
- ❖ **Financial Executive (BancAssurance)** – May 2009 to March 2011  
**AXA Philippines**, Makati City
- Offers variable life insurance products to Metrobank customers in the assigned branch.
  - Educates and advises Metrobank clients on investment funds like Equities, Money markets, and bonds, assessing clients' risks appetites, and financial needs.
  - Cross-sells and up sells top-ups from their existing investments and insurance coverage.
  - Establishes maintains and grows good relations with Metrobank partners in the branch and prospective and existing clients of the branch.
  - Provides excellent customer service and after-sales service to clients of the Metrobank branch.
  - Prepares, submits, and analyzes, sales reports regularly.
  - Attends weekly meetings with Metrobank parts and Bancassurance Area Manager for production updates and marketing campaigns

## Informal Experience

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- Operations Manager - **Asia CEO Forum/Asia CEO Awards** (2013-2014)
- Marketing Specialist – **Asia Pacific College Alumni Association**(10/2008-04/2009)
- Marketing & Production Assistant (Internship) – **Top Marketing Solutions**
- Marketing Student Assistant – **Asia Pacific College (Marketing & Admissions Office)**

## Education

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Bachelor of Science in Business Administration: **Marketing & Advertising** – 2009

**Asia Pacific College**, Magallanes Makati City

- Presidential Scholar
- Graduated with Academic Distinction
- Team Member Champion – De La Salle Marketing Approach to National Development, Demand 06'

Professional Education: **Certificate of Teaching** (Undergraduate) – 2019

**Valencia Colleges Inc.**, Valencia Bukidnon

## Training & Speaking Engagements

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**Guest Speaker** – Theme: **'K to 12 Learners: Ready to Face Life's Challenges**

**April 4, 2018:** Anlugan Elementary School, Cabanglasan Bukidnon

**Guest Speaker** – Theme: **'Saktong Buhay: Sa Dekalidad na Edukasyon Pinanday'**

**March 27, 2015:** Cabulohan Paradise National High School, Cabanglasan Bukidnon

## Institutional Affiliations

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**Vice-President:** Cabulohan Paradise National High School Alumni Association Inc.  
(06/2019 – Present)

**Vice – President:** Cabulohan Paradise National High School – SGC (06/2019 – Present)

**Volunteer Teacher:** Alternative Learning Systems (ALS) Cabanglasan District

## Certifications

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**Conflict Resolution Behavior:** SAS Management Inc., Virtual Classroom  
April 7, 2020 | Certificate No: SAS/VC-CRB/2020183

**Measuring Projects: An Introduction to Earned Value Management**

SAS Management Inc., Virtual Classroom

April 7, 2020 | Certificate No: SAS/VC-EVM/1887102

**Introduction to Emotional Intelligence:** SAS Management., Virtual Classroom

April 7, 2020 | Certificate No: SAS/VC-IE/2020087

**SP6560 – In-Building RF Wireless Fundamentals**, CommScope Infrastructure Academy

Issued Date: 04/30/2020; Expiration Date: 04/29/2023 | Certificate No: BI759089PH201DS1

**WR9701 – Introduction to Smart Cities & Buildings**, CommScope Infrastructure Academy

Issued Date: 05/04/2020; Expiration Date: 05/03/2021 | Certificate No: BI762271PH209ES5

**WR9702 – The 4th Utility Concept**, CommScope Infrastructure Academy

Issued Date: 05/05/2020; Expiration Date: 05/03/2021 | Certificate No: BI763469PH209ES5

**WR9704 – Cabling for IBW & Wifi**, CommScope Infrastructure Academy

Issued Date: 05/06/2020; Expiration Date: 05/05/2021 | Certificate No: BI764639PH209ES9

## Personal Information

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TIN No. : 245-514-771

SSS No. : 34-0043070-1

PhilHealth No. : 0902-514-73039

HDMF No. : 121076531043

*\*References are available upon request*