



**Capstone Machinery  
Consultants International**



**AWARDS**  
THE BEST IN B2B



**BUSINESS  
MARKETING**



## Saucedo was a 2024 Individual Marketer of the Year finalist:

### About the ANA

The mission of the ANA (Association of National Advertisers) is to drive growth for marketing professionals, brands and businesses, the industry, and humanity. The ANA serves the marketing needs of 20,000 brands by leveraging the 12-point ANA Growth Agenda, which has been endorsed by the Global CMO Growth Council. The ANA's membership consists of U.S. and international companies, including client-side marketers, nonprofits, fundraisers, and marketing solutions providers (data science and technology companies, ad agencies, publishers, media companies, suppliers, and vendors). The ANA creates Marketing Growth Champions by serving, educating, and advocating for more than 50,000 industry members that collectively invest more than \$400 billion in marketing and advertising annually.

### The ANA B2 Awards

#### *Defining B2B Marketing Excellence*

The B2 Awards, presented by the ANA, celebrate the most innovative and impactful business marketing campaigns in the B2B industry. Recognizing excellence across a range of categories, these prestigious awards honor both individuals and teams who drive marketing innovation and deliver exceptional results. The B2 Awards provide a platform for showcasing cutting-edge strategies, creative execution, and measurable success, helping elevate the standards of business marketing globally. The B2 Awards celebrate those who drive impactful, results-driven marketing, setting the bar for innovation and effectiveness in the business marketing landscape.

### Individual Marketer of the Year

This award is intended for those who demonstrate excellence in marketing strategy, leadership in corporate culture and/or brand purpose, and thought leadership in their respective industry.

**CHRIS SAUCEDO**

Cat. Individual Marketer of the Year



CHRIS  
SAUCEDO



## CHRIS SAUCEDO

A bold marketer and business builder.

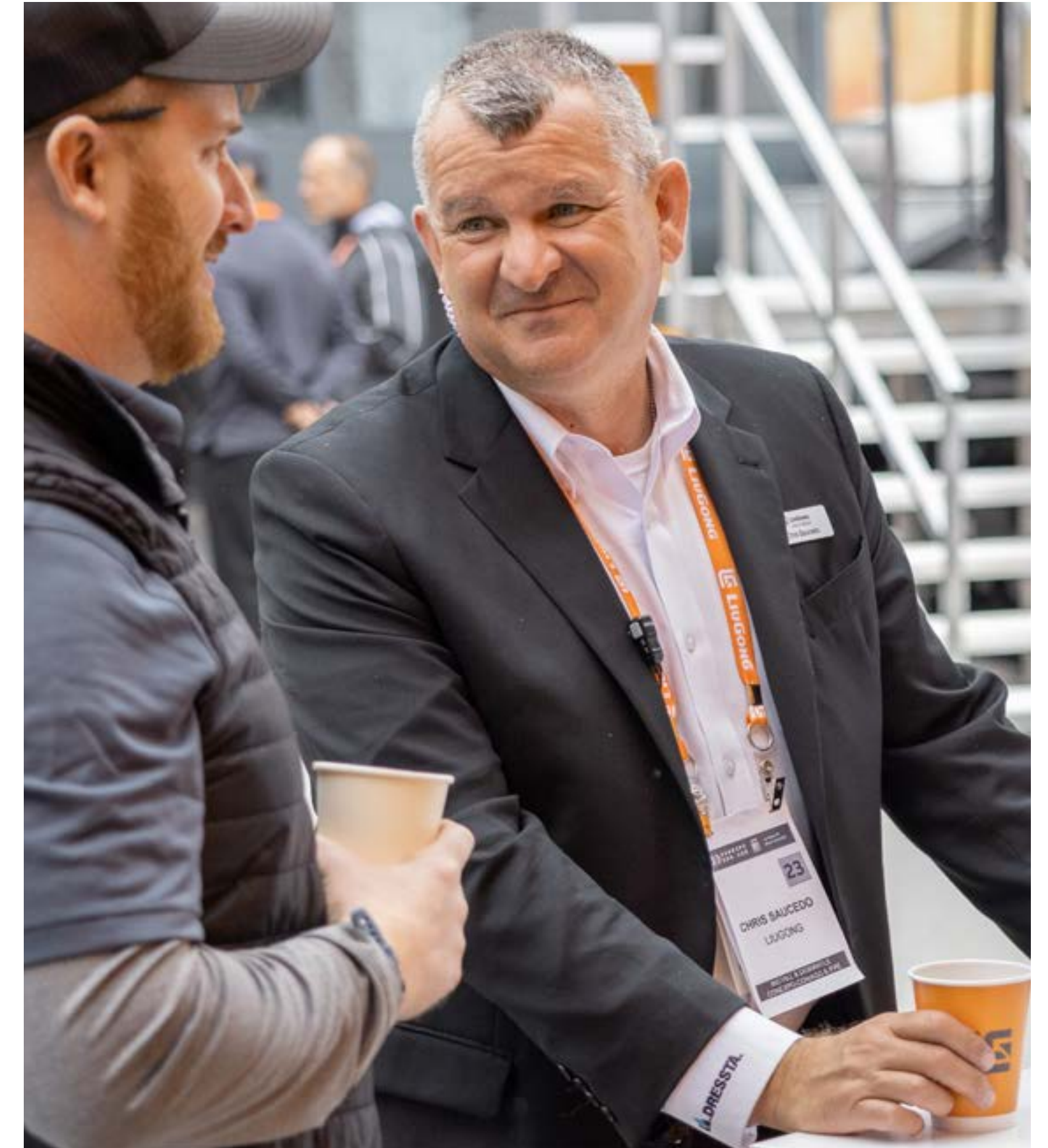
When Chris Saucedo arrived at LiuGong it was one of the largest construction equipment manufacturers in China struggling to find a footprint in North America. Chris used his 22 years of service as an Engineer Equipment Operator and Officer in the United States Marine Corps and his experience at leading construction OEMs JCB and SANY to help LiuGong achieve astonishing success and become one of the fastest growing construction equipment manufacturers in North America

His accomplishments as the Senior Vice President, Strategy & Customer Solutions are wide ranging. Chris was instrumental in launching and selling the very first full-size battery-electric construction machine in the United States, beating all other competitors in commercializing the future of the industry. He helped integrate LiuGong's North America and MCC (Mexico, Central America and the Caribbean) regions into a single business unit, bringing the brand into a single marketing and operational powerhouse. Chris also strategically focused marketing efforts on dealer recruitment and channel marketing programs, extending the reach of the business in all key sales geographies.

The impactful results of his marketing, sales and operational accomplishments are far reaching throughout this global organization. But the most important measures of Chris' success are the parts he played in helping LiuGong North America increase revenue by 583% and dealer coverage by 324%. This was a small regional outpost of a giant Chinese brand and has now been completely transformed into one the most important and successful construction equipment OEMs in the Western Hemisphere.



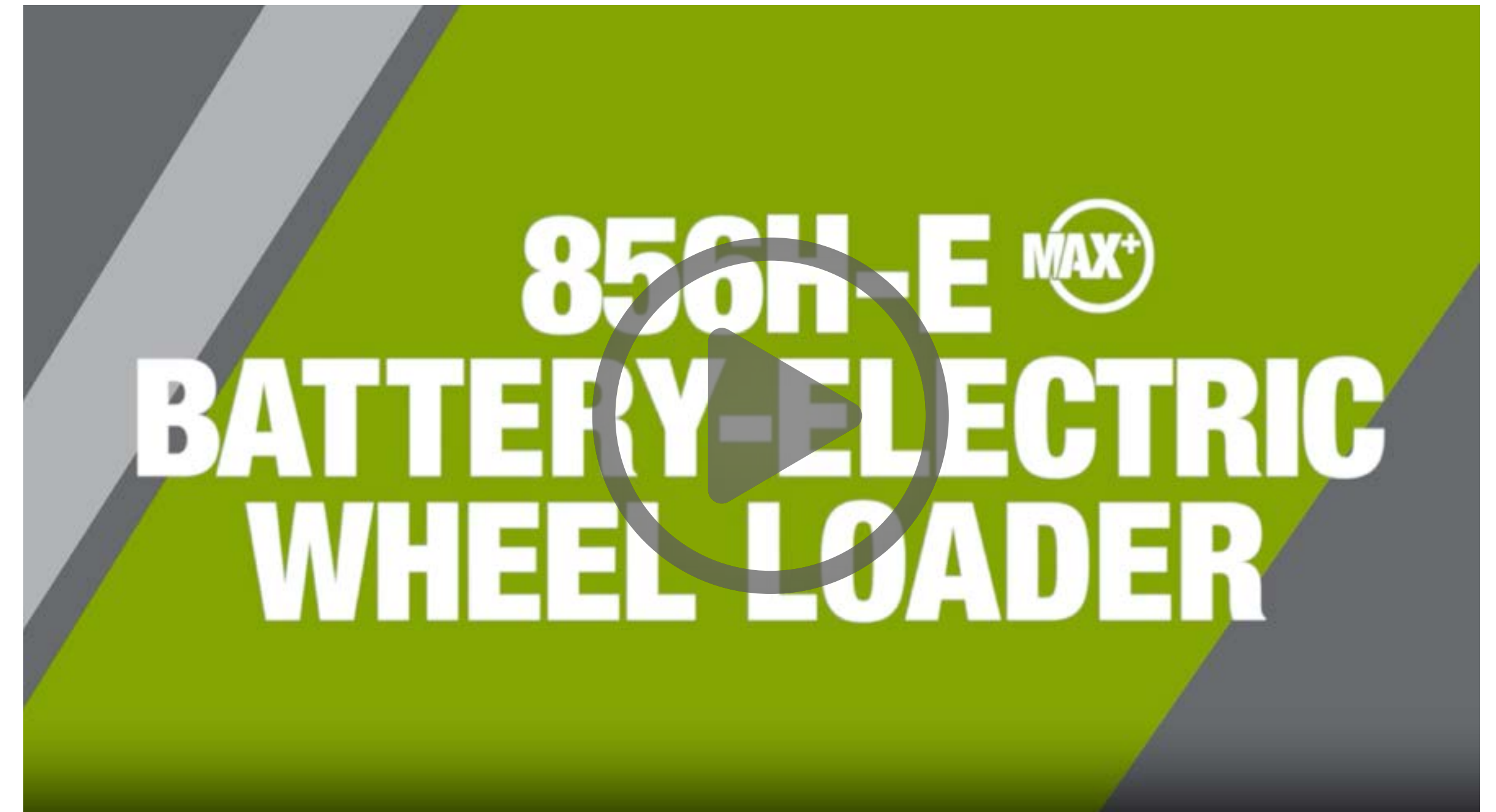
## MEET CHRIS



With 22 years of service as an Engineer Equipment Operator and Officer in the United States Marine Corps and post-military experience at leading construction OEMs JCB and SANY, Chris has helped to completely transform LiuGong North America into one of the best construction equipment manufacturers in the industry.



## BATTERY-ELECTRIC LAUNCH



[CLICK TO PLAY THE VIDEO](#)

Chris was instrumental in helping LiuGong beat all other competitors to the market in launching and selling the construction industry's very first full-size battery electric machine in the United States. Heavy Equipment Guide named it a 2023 Top Introduction.



# DEALER RECRUITMENT



[CLICK TO PLAY THE VIDEO](#)



Chris refocused marketing budgets toward dealer expansion, creating an account-based marketing direct mail program that helped LiuGong recruit channel partners in the most lucrative construction sales geographies in North America, ultimately increasing dealer coverage by 324%.





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At LiuGong, we're not just advancing how forklifts are designed and built—we're evolving how they're sold and supported. Our material handling lineup includes over 30 models of Class II, III, IV and V machines, including an expanding lithium-ion fleet. We manufacture our equipment with components recognized throughout the industry for their reliability, like Kubota engines, ZF transmissions, Kessler drive axles and Curtis electronics. But we believe the most valuable part of any machine is the people who stand behind it.



With the construction industry's global slowdown forecasted to impact North America in 2024, Chris strategically marketed LiuGong's material handling equipment portfolio more aggressively, which resulted in a 46% year-over-year increase in forklift sales.



## CASE STUDY 1

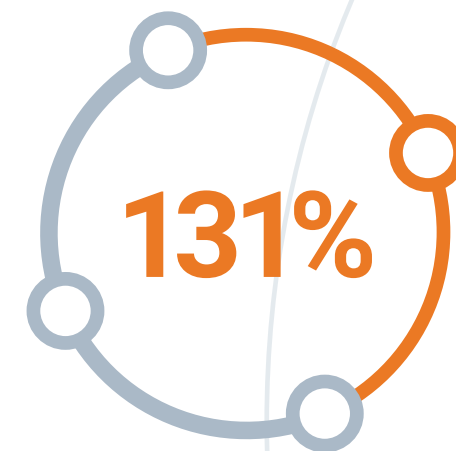
### Go With Lou

North America is dominated by U.S.-based construction equipment manufacturers like Cat, Deere and Case, so it's not easy for a Chinese brand to find a footing in the region. In fact, most people in North America even struggled with pronouncing the brand name (it's "LOO-gong").

Cleverly co-opting an American name, "Lou," throughout a full-funnel marketing campaign made pronunciation of the brand simple, fun and memorable, and strategically highlighted the North American commitment this Chinese company was making.



The campaign resulted in LiuGong achieving a 50% increase in year-over-year North American revenue.



The campaign helped LiuGong achieve a 131% increase in United States dealer coverage and a 57% increase in Canadian dealer coverage.



Digital ad click-through rates were as high as 1,240% over industry benchmark, organic social engagement rates were 900% over platform benchmark and email click-through rates were nearly 100% above industry standard.



AN EASY-TO-PRONOUNCE BRAND  
NAME ISN'T WHAT


MOVES  
50 TONS

OF ROCK AN HOUR

BECAUSE YOUR  
AUNT KNOWS


A DOZER'S  
NAME


DOESN'T MAKE  
IT A BETTER DOZER

 **LIUGONG**  
NORTH AMERICA


Go with the brand with one of the most comprehensive warranties in the industry. **GO WITH LOU.**

GO WITH ONE OF THE FASTEST GROWING  
CONSTRUCTION EQUIPMENT MANUFACTURERS  
IN NORTH AMERICA

 **LIUGONG**  
NORTH AMERICA



IT'S HARD TO SAY  
**OUR NAME**  
BUT EASY TO SEE WHY YOU SHOULD  
**KNOW IT**

 **LIUGONG**  
NORTH AMERICA


ASK LOU

GO WITH LOU

BECAUSE YOUR AUNT KNOWS A  
**DOZER'S NAME**  
DOESN'T MAKE IT A BETTER DOZER

 **LIUGONG**  
NORTH AMERICA

WELCOME TO THE HOUSE OF LOU



AN EASY-TO-PRONOUNCE  
BRAND NAME ISN'T WHAT

MOVES  
50 TONS

OF ROCK AN HOUR

 **LIUGONG**  
NORTH AMERICA

ONE OF THE FASTEST  
GROWING CONSTRUCTION  
EQUIPMENT MANUFACTURERS IN  
NORTH AMERICA. **GO WITH LOU.**

A WELL-KNOWN  
COMPANY NAME WON'T

MOVE  
18 TONS

OF DEBRIS AT A TIME

 **LIUGONG**  
NORTH AMERICA

THE COMPANY THAT  
OFFERS DIFFERENT MACHINES  
IN DIFFERENT CATEGORIES.  
**GO WITH LOU.**



## CASE STUDY 2

### MCC

LiuGong hadn't supported their MCC region (Mexico, Central America and the Caribbean) with marketing for many years. Awareness of the brand was low, making it difficult for LiuGong dealers to sell against competitors that were investing in marketing in these geographies.

A pre-campaign strategy workshop in Mexico revealed that LiuGong equipment was involved in some of the region's most important and recognizable construction projects. Which led to a campaign idea that creatively showcased the work done by LiuGong machines, rather than focusing on the machines themselves like all the competitors did.




LiuGong moved up four spots to achieve the 2nd highest market share in excavators in Mexico for the first time, showing that our campaign is helping to drive sales in the region.



LiuGong moved up one spot to recapture the 2nd highest market share in wheel loaders, showing that our campaign is reversing a downward trend of the brand in Mexico.





## NUESTRA MAQUINARIA TRABAJA BIEN CABRÓN

Sabemos de qué estás hecho. Por eso creamos máquinas que trabajan a tu ritmo y sobrepasan tus expectativas. Para ser el mejor en construcción, infraestructura, canteras y agregados, cuenta con nuestra red nacional de distribuidores, proveedores de refacciones y personal de servicio. Conoce cómo podemos hacer tu proyecto más cabrón en [LiuGongMCC.com/Distribuidor](http://LiuGongMCC.com/Distribuidor).

**LIUGONG**

Retroexcavadoras | Cargadores de ruedas | Excavadoras | Rodillos compactadores | Dozers  
Motorreeladoras | Minicargadores | Manejo de materiales



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CLICK TO PLAY THE VIDEOS

Ver este email en el navegador

**LIUGONG**



## NUESTRA MAQUINARIA TRABAJA BIEN CABRÓN

**Innovación y colaboración: descubre lo que nos hace los más cabrones de la región**

Desde nuestros audaces inicios hasta nuestro presente impactante, la trayectoria de **LiuGong en México**, Centroamérica y el Caribe resalta el poder de la colaboración, la innovación y, sobre todo, el enfoque en las personas. Conoce cómo lo hemos hecho posible.

**Nuestro compromiso**

Hace más de 12 años, LiuGong estableció su presencia en la región de México, Centroamérica y el Caribe (MCC) con una determinación inquebrantable: facilitar el trabajo más pesado de las personas que se



### LIUGONG: MÁS DE UNA DÉCADA BRINDANDO EXCELENCIA EN MAQUINARIA PESADA A TODA LA REPÚBLICA MEXICANA

LiuGong es un líder mundial en la industria de maquinaria de construcción y manejo de materiales. Desde hace más de diez años, la marca ha dejado una huella significativa en México, Centroamérica y el Caribe. Durante ese tiempo, han establecido una presencia sólida y han adquirido un profundo conocimiento de la región, lo que les permite operar eficientemente de costa a costa y de frontera a frontera.

**LIUGONG EN MÉXICO**

En el caso específico de México, LiuGong ha sido clave en proyectos de diferentes escalas. Su presencia se ha hecho notar desde las prometedoras ciudades como Puerto Vallarta hasta en las vastas extensiones de Chihuahua, mostrando su lealtad a los diferentes negocios del país y dejando una importante huella que se extiende por todo el paisaje mexicano.

Las robustas máquinas de LiuGong, como sus excavadoras, cargadores de ruedas, motorreeladoras, rodillos y retroexcavadoras, entre otras, se han convertido en pilares de numerosos proyectos en el país. Estas han formado parte de la construcción de carreteras que conectan zonas clave de México y de reconocidos hoteles y resorts, entre otros proyectos de diferentes características. Es así como LiuGong se ha posicionado como un socio confiable para empresarios y constructoras reconocidas.



### MÁS LIUGONG

Con más de una década de experiencia, LiuGong continúa expandiendo su industria en México, presentando equipamiento de calidad, un soporte excepcional y relaciones sólidas que hacen posible construir el futuro del país, un proyecto a la vez.

Para obtener más información sobre cómo LiuGong puede convertirse en un socio confiable en tus proyectos de construcción o manejo de materiales, visita el sitio web en [LiuGongMCC.com/Distribuidor](http://LiuGongMCC.com/Distribuidor). Aquí encontrarás información detallada sobre su maquinaria y servicios, y podrás encontrar distribuidores autorizados en tu zona.

Cuenta con LiuGong y descubre por qué se ha convertido en la opción preferida para muchos proyectos emblemáticos en México y cómo puede ayudarte a alcanzar tus objetivos de construcción o manejo de materiales de manera eficiente y efectiva.

**NUESTRA MAQUINARIA TRABAJA BIEN CABRÓN**

Sabemos de qué estás hecho. Por eso creamos máquinas que trabajan a tu ritmo y sobrepasan tus expectativas. Para ser el mejor en construcción, infraestructura, canteras y agregados, cuenta con nuestra red nacional de distribuidores, proveedores de refacciones y personal de servicio. Conoce cómo podemos hacer tu proyecto más cabrón en [LiuGongMCC.com/Distribuidor](http://LiuGongMCC.com/Distribuidor).

**LIUGONG**

Motorreeladoras | Cargadores de ruedas | Excavadoras | Rodillos compactadores | Dozers  
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## CASE STUDY 3

### Dig Big

With the construction industry starting to soften in North America, many LiuGong dealers found themselves with excess excavator inventory on their lots in Q4 2023. Most of these dealers don't have the experience or people resources to deploy marketing campaigns to help sell-off these extra machines before the year's end.

LiuGong saw the need and immediately jumped in to help, launching the Dig Big channel partner program in Q4. This simple, accessible and completely turnkey program provided dealers with ready-to-use marketing assets for the places they already were communicating with their customer base, like on social media and in email.



The program resulted in an incredible 400% increase in website users using the Find-a-Dealer tool, which was the most important marketing conversion of the campaign.

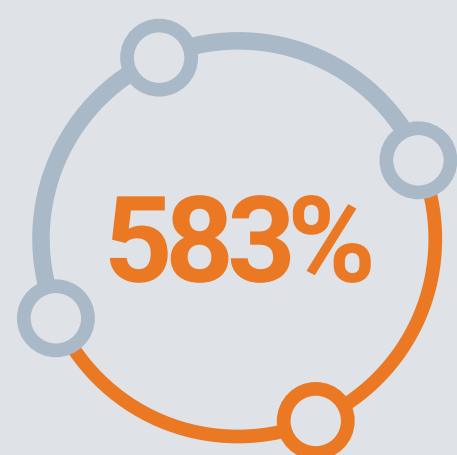


This initiative led to an 11% year-over-year increase in units sold at dealer locations, leading to more than \$40 million in total revenue during the campaign time period.

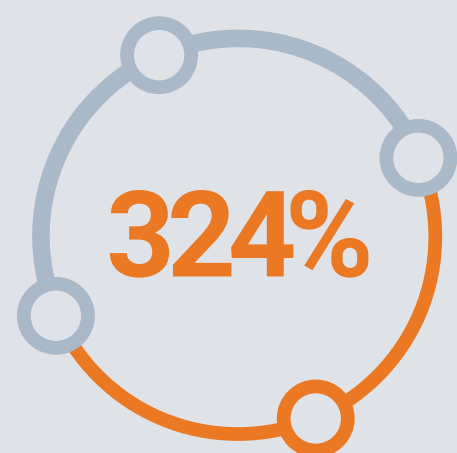








Chris has been instrumental in helping increase North American revenue by 583%, completely transforming what was a smaller, less important region of this global corporation into one of its most successful and essential territories.



Chris has focused on the importance of channel growth, helping to increase dealer coverage by 324%, now making the brand available to 60% of the United States, 67% of Canada and 85% of Mexico, Central America and the Caribbean.

“Chris is a ‘run toward the fire’ marketer, never afraid to tackle seemingly unsolvable challenges, break rules for the betterment of the business and inspire teams to overcome all obstacles. He’s a force of energy, charismatic leader and a down-to-earth, authentic human, so it’s no wonder LiuGong has succeeded so incredibly under his marketing leadership.”

ANGIE MOORE, VP ACCOUNT PLANNING & MANAGEMENT, NELSON SCHMIDT

CHRIS  
SAUCEDO