

AARON CARDELINO

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Business & Product Development Manager

INTERNATIONAL SALES / | AI-DRIVEN BUSINESS DEVELOPMENT / PRODUCT & BRAND EXPANSION

Dynamic and innovative professional with extensive experience in international sales and operational management across Latin America and the Caribbean. A proven track record in strategic planning, product development, and market expansion, combined with deep expertise in leveraging data-driven insights and an AI-first approach to drive ultra-high efficiency.

Passionate about optimizing business development through artificial intelligence, enhancing user engagement, maximizing revenue, and streamlining operations. Skilled in identifying market opportunities, crafting scalable growth strategies, and successfully executing product distribution across diverse business platforms. Adept at building and leading high-performing teams, fostering strong vendor and client relationships, and adapting quickly to dynamic environments. Thrive under pressure with exceptional multitasking and decision-making abilities.

PROFESSIONAL EXPERIENCE:

VEARCOIN, Corp DBA WASFO Laundry Solutions – Miami, FL
Co-Founder | Brand Development & Business Expansion
2018 – 2024

As Co-Founder and CEO, I led the development and execution of a comprehensive brand strategy that positioned the company as a market leader while driving innovation and expansion across multiple sectors. I established new business verticals aligned with market demands, increasing customer engagement and driving sustainable growth. Managing a diverse team of over 15 direct reports, I fostered a culture of collaboration, adaptability, and results-driven performance.

- **Strategic Product Development & Market Innovation:** Designed and implemented growth strategies that expanded the company's footprint into four new markets, identifying opportunities through data analysis and customer insights. Developed and launched innovative products tailored to meet customer needs, increasing engagement and driving satisfaction while boosting profitability by over 28%.
- **Cross-Functional Leadership:** Established partnerships with stakeholders, streamlining workflows to achieve operational excellence and meet strategic objectives.
- **Data-Driven Decision Making:** Conducted extensive market research and utilized customer feedback to optimize product offerings and distribution strategies. Applied data analytics to evaluate performance metrics, refine business strategies, and prioritize high-impact initiatives.
- **Customer-Centric Problem Solving:** Advocated for a customer-first approach, transforming feedback into actionable solutions that improved the user experience. Built scalable systems to deliver consistent and seamless experiences across all customer segments.
- **Visionary Leadership & Operational Excellence:** Established a clear roadmap for business growth, effectively communicating vision and priorities to team members and stakeholders. Ensured high-quality delivery of results under tight deadlines, fostering a culture of accountability and adaptability.

GENERAC POWER SYSTEMS, Miami, FL
Regional Business Development Manager
2014 – 2020

- **Crafted and Executed Growth Strategies:** Designed and implemented comprehensive commercial strategies to drive company growth, profitability, and market expansion, delivering measurable results aligned with corporate goals.
- **Managed Multinational Commercial Operations:** Oversaw all commercial activities between Generac Mobile and a network of customers and dealers across 20 countries, ensuring seamless operations and exceptional service delivery.
- **Expanded Distribution Networks:** Spearheaded the recruitment, onboarding, and development of a robust distribution network, enhancing market penetration and establishing long-term relationships across the region.
- **Collaborated Cross-Functionally for Regional Success:** Worked closely with internal teams and external stakeholders to align operational objectives with market needs, fostering a culture of adaptability and customer focus.
- **Navigated Dynamic Environments:** Maintained a hands-on approach with a 60% travel schedule, adapting quickly to diverse cultural and market landscapes while consistently exceeding performance expectations.

Germans Boada / Rubi Tools – Barcelona, Spain & Miami, FL
International Brand Manager
2012 – 2014

- **Developed and Executed Strategic Growth Plans:** Designed and implemented comprehensive strategies to expand brand presence and increase sales across North America, LATAM, and the Caribbean markets, resulting in significant growth in both brand awareness and revenue.
- **Optimized Product Distribution Channels:** Planned, directed, and coordinated the distribution of products to corporate clients and key customers, ensuring operational efficiency and market alignment.
- **Market Analysis and Customer Insights:** Conducted in-depth market research and analyzed sales data to identify trends, monitor customer preferences, and uncover growth opportunities.
- **Cross-Market Collaboration:** Partnered with cross-functional teams and local stakeholders to customize approaches for diverse market needs, enhancing engagement and driving results.
- **Adapted to Dynamic Market Conditions:** Maintained a hands-on approach with extensive travel (60%) to address challenges, strengthen client relationships, and deliver tailored solutions for different regions.

Soncras Electronics, Fort Lauderdale, FL
Brand/Product Manager
2009 – 2012

- **Strategic Product Development and Market Entry:** Directed the planning, development, and distribution of innovative products, ensuring alignment with market trends and customer needs.
- **Integrated Marketing Campaigns:** Designed and executed strategic promotions and advertising initiatives, driving brand awareness and sales growth.
- **Global Cross-Functional Coordination:** Collaborated with designers, packaging manufacturers, and product developers across multiple countries to complete projects on time and within budget, ensuring a cohesive team effort.

Education & Certifications

Bachelor of Business Administration

Florida Atlantic University – West Palm Beach, FL (2011)

- **Focus:** Marketing and International Business and Trade
- Developed a strong foundation in global market dynamics, strategic planning, and entrepreneurial ventures.

Entrepreneurship Boot Camp Certification

- Gained hands-on experience in developing and launching innovative business strategies.

Goldman Sachs 10,000 Small Businesses Program Graduate

- Acquired advanced leadership and growth-oriented skills, focusing on scaling businesses and driving impact in competitive markets.
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Skills:

Business Strategy & Growth

- **Strategic & Analytical Thinking** – Expertise in developing data-driven business strategies that align with market needs and product growth.
- **Market Research & Competitive Analysis** – Skilled in identifying trends, analyzing competitors, and uncovering high-value opportunities for expansion.
- **Business Development & Revenue Growth** – Proven ability to expand markets, increase revenue streams, and drive profitability through structured planning.
- **Partnership Development & Negotiation** – Experienced in securing and managing strategic partnerships that enhance business value and market positioning.
- **Sales Strategy & Client Acquisition** – Strong track record of designing and implementing sales initiatives that drive customer acquisition and revenue.
- **Customer Retention & Lifetime Value Growth** – Focused on developing loyalty programs and retention strategies that maximize long-term customer engagement.
- **Brand Development & Positioning** – Skilled in crafting compelling brand narratives and differentiating products in competitive markets.
- **Experiential Marketing & Events** – Expertise in designing immersive brand experiences that build loyalty and deepen consumer connections.

Leadership

- **Creative Problem-Solving & Innovation** – Adept at developing unconventional solutions to business challenges and process optimization.
 - **Decision-Making & Strategic Planning** – Proven ability to set business roadmaps, execute strategies, and pivot based on market needs.
 - **Cross-Functional Leadership** – Experienced in leading teams across sales, marketing, and operations to achieve business goals.
 - **Market Trend Forecasting & Adaptability** – Strong understanding of emerging trends, industry shifts, and innovative business opportunities.
 - **Bilingual Communication:** Fluent in Spanish and English, effectively bridging communication gaps in diverse teams and markets.
 - **Entrepreneurial Mindset:** A motivated self-starter with a high sense of urgency and adaptability, capable of driving execution in dynamic and fast-paced environments.
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