

# Jorge A. Romero-Day

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## SUMMARY

<i><b>Creativity</b></i>	<i><b>Strategic Planning</b></i>	<i><b>Execution</b></i>
Giving back and together creating value, while engaging and contributing wherever we can design and implement effective solutions.		
A proven capacity in sales, marketing and planning to develop profitability growth through increasing revenues, new product/channel development, and resource/mix optimization. Track record of bottom line responsibility spearheading operational improvements, driving productivity and cost reductions. Principal talents include leadership, creativity and a strong ability to translate conceptual ideas into market realities.		

## PROFESSIONAL EXPERIENCE

<b>▣ Purdue University</b>	<b>2022-Present</b>
<i>Continuing Lecturer – Burton D. Morgan Centre for Entrepreneurship &amp; Innovation</i>	
<i>Associate Director – Mitch Daniels School of Business Career Services</i>	
<i>Executive in Residence – Mitch Daniels School of Business</i>	
<b>▣ Member of the Supervisory Board</b>	<b>2015-Present</b>
<b>VeerRaj Industries, India</b> – <i>Biofuels</i> – 2023 - Present	
<b>Food Technology S.A., Argentina</b> – <i>Food Ingredients/ Machinery</i> - 2017-Present	
<b>CyT S.A.</b> – <i>Consulting Project Management</i> – 2015-Present	
<b>▣ Entrepreneurship Ventures</b>	<b>2000-Present</b>
<b>JRD</b> – <i>Startups/ Restructuring/ Interim Management</i> – 2018-Present	
<b>Antigua Quimera</b> – <i>Premium Craft Brewery</i> ) - 2009-2014	
<b>PANORD</b> – <i>Sourcing cost/value supplier relationships</i> - 2010 -2013	
<b>Bioenergy Argentina</b> – <i>Biofuels Trading</i> - 2010-2013	
<b>Endeavor Foundation</b> – <i>coach of new ventures</i> – 2007-2018	
<b>Biogenesis</b> – <i>Food and Mouth disease vaccine laboratory</i> - 2001 - 2007	
<b>Bodega Simonassi</b> – <i>Winery</i> - 2000-2006	
<b>e-Cartago</b> – <i>Demand aggregator platform</i> - 2000 - 2002	
<b>▣ DSM Food Specialties; Regional President LATAM &amp; DSM Landlord Argentina, Paraguay and Uruguay - Argentina</b>	<b>2012-2018</b>
<b>▣ Andre Pectin, China</b> – <i>Raw Material and Market Development Consultant</i>	<b>2013-2016</b>
<b>▣ PANORD S.A.</b> – <i>Managing Director/ Owner, Argentina</i>	<b>2010 - 2012</b>
<b>▣ World Minerals/ Imerys</b> – <i>Regional Commercial Director, South America</i>	<b>2007- 2011</b>
<b>▣ AB Mauri, a division of Associated British Foods</b>	<b>2003 - 2007</b>
<i>Regional Director, Mexico, Central America &amp; the Caribbean</i>	2005-2007
<i>General Manager, Mexico (start up &amp; greenfield) - Puebla, Mexico</i>	2003-2004
<b>▣ PROSEGUR S.A.</b>	<b>2001 - 2003</b>
<i>General Manager, Alarms – Argentina</i>	

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|---|------------------|
| ▣ <b>E.I. du Pont de Nemours and Company</b>  | <b>1993-2000</b> |
| <i>Regional Director – Strategic Communications &amp; Food Initiatives – South America</i> 2000 |                  |
| <b>Solae (formerly Protein Technologies International), a Du Pont Business</b>                  |                  |
| <i>Area Director – Mercosur, Chile &amp; Bolivia</i>  | 1999-2000        |
| <i>Area Director – Southern Cone - South America</i>  | 1993-1999        |
| ▣ <b>Eli Lilly and Co., Elanco Animal Health</b>  | <b>1990-1993</b> |
| <i>Product Manager – US</i>   | 1992-1993        |
| <i>Product Manager – International</i>  | 1990-1992        |

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## ***FOREIGN LANGUAGES***

Fluent in English, Spanish and Portuguese. German working knowledge

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## ***EDUCATION***

**MSIA, Management;** Krannert School of Management, Purdue University, 1990.

Concentration: International Finance and Marketing

**MS, Agricultural Economics;** Purdue University, 1985.

Major options: Analytical Methods and Finance

**BS, Business Administration;** ESAN - Foundation of Applied Sciences, Brazil,  
1980.

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## ***COMPETENCIES***

### **Leadership**

*Thinking through the organization's differences, defining them, and establishing them clearly and visibly.*

- Coordinated independent Business Units in LATAM that doubled regional revenue in 4 years, with 17% margin improvement, and the corresponding organizational restructuring. **(12-16)**
- Organized and led multifunctional team that added US\$ 2,5 million revenue, and obtained the award to best commercial performance of 2013. **(12-13)**
- Drove strong cash preservation program, aggressive pricing strategy, and cost reductions to realign the South American region to new economic environment, resulting in 21% improvement in EBIT and 45% in FOCF. **(08-09)**
- Directed start up and greenfield processes in Argentina, Brazil, Chile and Mexico, which increased sales and profitability over project plans. **(93-99/03-06)**

## Execution

*The missing link between aspirations and results.*

- Focused limited resources and technology development in largest opportunities leading to specific industry segment 3X revenue growth in Latin America, and consequential organizational growth. **(12-17)**
- Analyzed and defined market model which led to the closing of operations in Central America and the Caribbean which resulted in a \$2 million EBIT improvement for the region. **(05-06)**
- Integrated four companies in Latin America, in different stages of development, into a consolidated regional structure which allowed for a 20% EBIT improvement. **(07-08)**
- Established a results oriented culture during historical recession that enabled the most profitable business group in the country, and the was awarded the 2012 Best Global Operation. **(01-03)**

## Strategic Planning

*Providing company capabilities to gain a sustainable edge over its competitors.*

- Member of the Strategic Leadership Team of the company, which develops strategic and operational plans, both for global and regional implementations. **(14-18)**
- Developed communication strategy to media and customers that led to the capture of strategic competitive distributors. **(05-06)**
- Restructured company severely cutting costs, personnel and driving segmented target ABC1 marketing strategy, in anticipation of worst economic recession, which allowed to surpass forecasted EBIT. **(01-02)**
- Researched, designed and coordinated market development and customer needs strategy which focused on pricing/value model that provided a 40% increase in market share. **(98-99)**

## Creativity

*Expand, extend, develop, mature - and activate all the capabilities of the organization to reach its potential.*

- Development of raw material supplier network, executing multiannual contracts for 60% of forecasts, variable/ fixed price formulas, and increase in terms to 60 days CAD, vs BL cash payments. **(14-16)**
- Created an association of non-competitive co-suppliers generating value added and critical mass in targeted markets, permitting for a larger market share and cross merchandising opportunities. **(97-98)**
- Designed incentive programs for all operative personnel leading to 20-45% productivity growth in all functional areas of the business. **(01-02)**
- Led South America Du Pont strategic business units with food industry capabilities to provide a larger value to key customers; which improved returns and growth to the corporation's Food Industry Enterprise. **(2000)**

## **PERSONAL**

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Argentina and USA citizenship, Brazil and Mexico resident permits. Available for traveling, will relocate on short term assignments.

## **REFERENCES**

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Provided upon request