CRISTOPHER P. VILLAS

Calamba City, Laguna, Philippines

CAREER SUMMARY

Virtual Assistant for a Real Estate Broker managing utilities for 200+ foreclosed properties across multiple US states. Skilled in coordinating with clients, vendors, utility companies, and government offices; managing documentation; tracking property requirements; resolving issues; and supporting field service operations. Proficient in Zendesk CRM, RIO and Pyramid real estate portal, Facebook Ads Manager and Business Suite, Microsoft Office, and Google Workspace.

With 20 years of experience in consumer goods sales, operations, and account management.

PROFESSIONAL EXPERIENCE

Virtual Assistant – Property Management

AI Brokers LLC | April 2024–February 2026

- Served as a Utility Specialist, managing electricity, water, gas, and sewer utility requirements and repairs for a portfolio of over 200 foreclosed properties in New Jersey, Pennsylvania, Ohio, Alabama, Georgia, and Florida.
- Coordinated with utility companies and city offices for connection requirements and liens; vendors for repairs; and collaborated with clients on documentation requirements and budget.
- Used Zendesk CRM and RIO to record and monitor the status and progress of each property.

Regional Sales Manager

Sysu International Inc. | September 2008–December 2010 / October 2019–April 2024

- Directed a team of eight Account Managers managing Key Accounts, General Trade outlets, Provincial Distributors, and National Key Accounts for culinary brands including McCormick, Lee Kum Kee, Clara Ole, and San Remo.
- Collaborated with Brand, Trade Marketing, Supply Chain, and Finance for trade executions, demand planning, and collections.
- Achieved sales targets through strategic distribution, coverage expansion, account reconciliations, and returns management, with a high of 21% growth in sales from 588M to 711M.

Regional Sales Manager

Rex Bookstore Inc. | June 2016–October 2019

- Managed B2B relationships with congregations, dioceses, and private schools, driving sales and marketing program success.
- Led a team of eight Account Managers in South Luzon to achieve targets through effective strategies, business reviews, and events management.

Distributor Business Manager

Smart Communications Inc. | November 2013–May 2016; Sun Cellular | December 2010–November 2013

- Ensured distributors met objectives related to activations, purchases, distribution targets, and merchandising.
- Conducted business reviews, conceptualized trade promotions, and facilitated regular sales and product training sessions.
- Coached distributor sales teams to enhance operational efficiency, selling skills, and target achievement.
- Turned around Cavite Distributor performance from non-achiever to consistent monthly target achievement.

Channel Manager – National Key Accounts

Agile Supply Chain Experts | January 2007–September 2008

- Spearheaded setup of the Key Accounts Channel, securing supermarket accreditation and managing merchandising processes.
- Transitioned distribution of Kraft Imported Cheese and Gerber products from Diethelm to Agile Supply Chain with seamless operations and strategic growth.

Channel Development Manager

Diethelm Philippines Inc. | April 2005–January 2007

- • Managed Key Accounts for Masterfoods products (M&M's, Snickers, and Pedigree) in major retail chains, consistently achieving sales targets.
- • Negotiated and implemented planograms, elevating category management and increasing brand visibility.
- • Led marketing program implementations and resolved inventory, returns, and accounts receivable challenges.
- • Successfully negotiated with Shopwise the captaincy of the Petfood Category.

Retail Sales Specialist

Masterfoods Philippines Inc. | January–April 2005

- • Handled accounts for major retailers including Shopwise and Rustan's, ensuring distribution and sales growth of flagship products.
- • Transitioned to Diethelm Philippines and promoted to Channel Development Manager for exceptional performance.

EDUCATION

Bachelor of Science in Marketing Management

San Beda College, Manila | June 1993–March 1995 / June 1997–March 1999