



LUIS GERARDO REGNER

SALES MANAGER ONLINE AND CONSUMER
ELECTRONICS RETAIL SEGMENT - SOUTH AMERICA

PROFILE

Extensive experience in Marketing, Sales and Business Development functions, both in B2B and B2C markets.

Business experience in Industrial and Mass Consumption Markets in Argentina, Chile, Peru and Uruguay

CONTACT INFORMATION

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SKILLS - HIGHLIGHTS

- o Sales Management
- o Business Planning
- o Product Marketing
- o High Performance Teams Management
- o Key Account Management
- o New Business Development

EDUCATION

IAE Business School – Universidad Austral

August 2018 – December 2019

Master in Business Administration (MBA)

Universidad Tecnológica Nacional

March 1998 – December 2004

Industrial Engineer

PROFESSIONAL EXPERIENCE

Signify South Latam (former Philips Lighting)

April 2024 – Present - Sales Manager Online and Consumer Electronics Retail Segment – South America

Responsible for delivering Annual operating Plan targets with special focus on Connected Lighting solutions. Business development of Direct to Consumer channel. Digital Strategy. In charge of a team of 4 people.

November 2018 – March 2024 - Product Marketing Manager

Product management for BU LED Lamps for all Southern Cone.

Definition of Product Strategy. Price and Margin Policy by Market / Channel. In charge of a team of 4 people.

August 2013 – October 2018 – KAM Professional Channel Argentina

Key Account Management of the Distribution Channel for CABA and GBA. Annual revenue EUR 12 MM

Parker Hannifin Argentina S.A. Product Manager

April 2009 – July 2013

Product Management for Business Unit FluidConnectors (40% of total Sales). Key Account Management for Oil&Gas y Mining.

3M Argentina S.A.C.I.F.I.A. – KAM Industrial Business

June 2005 – January 2009

Key Account Management for Industrial Labels and Adhesives in the BSAS area.

BGH S.A. – Product Manager HVAC June 2004 – June 2005

Iscar Tools Argentina S.A. –Product Engineer (Jun 2003 – Jun 2004)

SKF Argentina S.A. –Marketing Analyst (Jun 2001 – Jun 2003)