



# PEACHY G. HAPITAN

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## ABOUT

Seasoned manager with a wide experience in marketing, brand management and end-to-end sales operations. Successfully handled a wide range of target markets including residential, corporate, fleet and diplomatic sales via effective sales funneling and strong marketing channels.

## SKILLS



Brand  
Activation



Marketing



Network  
Development



Sales and  
Business Dev



CRM and  
Systems



Portfolio  
Management

## WORK EXPERIENCE

JE Hydro & Bio Energy Corp    President & Chief Operating Officer    January 2018 - Current

I Currently handle several divisions and responsibilities in the company including marketing, business development, distribution operations and several projects deployment.

- Provides overall guidance of the company's branding and marketing
- Closely monitors lead pipeline from inceptions through closure
- Responsible for the overall governance of the water distribution operations and the execution of several projects.

Volkswagen Philippines

Sales, Brand and Marketing Manager

Jan 2013 – Oct 2017

I handled various roles from general sales manager for a branch through corporate marketing and sales strategies. I have been responsible for activating 70% of all the existing Volkswagen branches, establishing the marketing strategies and ensuring a unified execution across all dealer networks.

- Personally responsible for 15% to 20% of the overall sales results annually
- Opened 5 new car branches within 2 years and due to open 1 more by end of 2017
- Formulates and implements dealer sales strategies and customer value propositions
- Controls network growth, programs and operations via sales channels and network partners

BMW Philippines

Direct and Premium Selection  
Manager

Feb 2009 – Dec 2012

I was responsible for diplomatic sales and coordinating with key political and economic clients including embassies and international organizations. I managed the overall operations for premium selection cars including forecasting, planning, sales strategies and overall execution.

Some of my major wins are:

- Increased annual sales results by 200% vs prior average annual sales goals under Direct Sales
- Increased Premium Selection Sales channels by 300% which resulted to a 10% to 15% increase in annual sales among those channels

General Manager

Chanidae Ventures Inc.; Blue Bounty  
Inc.

July 2006 – Jan 2009

I provided overall corporate governance including plant operations, market development and sales. I was responsible for both operations and company profitability.

Some of my major wins are:

- Achieved high-level certifications that allowed the company to penetrate international markets
- Turned around the company from a net loss to a Php 6M EBIT within 1 year

Sales and Logistics Officer      Philippine Phosphate Fertilizer Corp.      Jan 2005 – Mar 2006

I coordinated with various dealer networks nationwide and was responsible for overall monitoring of supplies, sales and collections.

Bank Teller      Metrobank and PS Bank      Feb 2004 – Dec 2004

I conduct daily counterfeit detection and signature verification of checks and other bank documents on top of regular teller responsibilities.

## EDUCATION

Bachelor of Business Administration  
University of San Carlos  
1998 to 2003



Graduated Primary Education  
LIDE Learning Center  
Incorporated

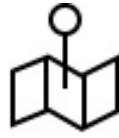
Graduated Secondary Education  
LIDE Learning Center  
Incorporated

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## CONTACT



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**Thank you for reviewing my resume. I am available for interview.  
References and other information are available upon request.**