

CROSS-BORDER MARKET EXPANSION

Henry Paz

I help companies grow past the borders they are stuck inside, whether those borders are national, cultural, or simply the edge of a familiar market.

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26+

YEARS EXPANDING

28

COUNTRIES

4

CONTINENTS

42

US STATES

3

LANGUAGES

Over twenty-six years I have built commercial operations across 28 countries on four continents, and twice I have taken a foreign company into the United States from a standing start: a Latin American manufacturer that I grew from a Miami foothold to 25 states, and a South Korean manufacturer now selling in 42. Living and operating here taught me what no report does, that the United States is not one market but many, and that the distance between a buyer in Alabama and one in Boston can run deeper than the distance between two countries. Engineering gave me the structure, an INCAE MBA gave me the frameworks, and the practice made it mine.

EXPERIENCE

VP, Marketing & Business Development · Roser USA

Mar 2020 – Present

● UNITED STATES & CANADA Palm Bay, FL (Remote)

- ◆ Took a South Korean building-materials manufacturer from **2 US states to 42** in under six years, growing revenue roughly fourfold.
- ◆ Built and led the full commercial function: 4 regional sales managers, 8 independent rep agencies, customer service, and technical support.
- ◆ Opened and grew relationships with the largest names in US building-materials distribution, including **Menards, The Home Depot, and Lowe's**, alongside the specialized channels (ABC Supply, QXO, SRS).
- ◆ Owned brand, digital strategy, product launches, and technical compliance across US and Canadian markets.

International Business Development Manager · Alucom

Apr 2013 – Mar 2020

● AMERICAS · CARIBBEAN · WEST AFRICA Miami, FL

- ◆ Expanded the company from **4 countries to 28** across four continents, delivering roughly 400% revenue growth.
- ◆ Introduced a Latin American manufacturer into the United States from zero, building it to **more than \$20M a year across 25 states**, with offices and warehousing in Miami and Texas.
- ◆ Opened regional offices in Miami, Dallas, Buenos Aires, and Ibadan, holding the same operating standard in markets that worked nothing alike.
- ◆ Built complete commercial ecosystems where the assumed infrastructure did not exist: distribution, technical service, installation, and compliance, developed from scratch.
- ◆ Led 8 regional managers across 10 time zones and three languages.

Country Manager · Suzuki Motor of America

Feb 2010 – Feb 2013

● HONDURAS · FULL COUNTRY P&L Tegucigalpa

- ◆ Ran the country business end to end with **full P&L ownership** across automotive, motorcycle, and outboard-motor lines, as legal representative and senior executive.
- ◆ Directed sales, marketing, HR, legal, and the complete dealer and distributor network.

Founder & Owner · PET Recycling & Polyester Fiber

Feb 2002 – Nov 2009

● PLANTS IN 4 COUNTRIES · EXPORTS TO 3 CONTINENTS San Pedro Sula, Honduras

- ◆ Built a recycling and polyester-fiber business from a Coca-Cola incubation project into a **\$25M operation with 110 employees**, as full owner of the P&L.
- ◆ Ran a central plant in San Pedro Sula with satellite facilities in Managua, San Salvador, Guatemala City, and Tegucigalpa.
- ◆ Exported roughly 50 containers a month to India, China, Belgium, Spain, Brazil, the Netherlands, and the United States.
- ◆ Wound the company down responsibly after a coup and the 2008 crisis, settling employees and creditors first.

Operations Manager · Central America retail (later acquired by Walmart)

May 1999 – Sep 2002

● GUATEMALA · EL SALVADOR · HONDURAS · NICARAGUA

- ◆ Led point-of-sale operations for **17 stores and 64,000 SKUs** through 5 regional managers and a department of 310, with a seat on the Central America board.

Project Manager · Civil Infrastructure & Residential Construction

1993 – 1997

● HONDURAS

- ◆ Managed crews and full specification compliance across earthwork, water and drainage, pavements, and electrical, delivering on time, on budget, and to spec, and earning an uninterrupted run of one new project a year.

EDUCATION & CREDENTIALS

MBA, INCAE Business School 1997 – 1999

Founded in 1964 with Harvard Business School. Triple Crown accredited (AACSB · AMBA · EQUIS). Minor in Sustainable Development. Ford / Hewlett Fellowship (IIE).

B.Sc. Civil Engineering, UNAH 1993

Scholarship, Honduran Society of Civil Engineers.

LEED Green Associate, USGBC 2014

Leadership in Energy and Environmental Design.

LANGUAGES

Spanish Native

English Fluent

Portuguese Professional working proficiency