

KARRINA WENCESLAO

B2B Commercial & Partnerships Manager | Wholesale Sales | Business Development

Antipolo, Philippines | +63 917 175 8006 | karrinawenceslao@gmail.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

B2B commercial and sales professional with experience across wholesale management, business development, corporate partnerships, key account management, and outbound lead generation. Background includes managing B2B accounts in coffee/FMCG, prospecting across ANZ markets for technology solutions, and building client relationships with retailers, hospitality groups, corporate accounts, and distribution partners. Known for consultative selling, relationship management, cross-functional coordination, and using data, CRM workflows, and AI-assisted outreach to support pipeline growth and customer conversion.

CORE SKILLS

- B2B Sales & Business Development
- Key Account Management
- Outbound Prospecting & Lead Generation
- CRM & Pipeline Management
- Negotiation & Client Communication
- Executive Presentations
- Corporate Partnerships
- Wholesale Account Management
- Consultative / Solution Selling
- Sales Forecasting & Analysis
- Market Research & Customer Insights
- Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

- Nov 2025 - Present **B2B Wholesale Manager** | *Ovalware*
- Manage B2B wholesale channel development, outbound outreach, lead generation, and account pipeline for direct wholesale and partner opportunities.
 - Use AI-assisted prospecting, CRM workflows, and personalized email sequences to identify, qualify, and engage retailers, cafes, gifting platforms, and specialty coffee accounts.
 - Support wholesale account onboarding, product positioning, pricing communication, and order coordination with internal teams.
 - Develop segment-based messaging, product narratives, and sales materials to improve buyer engagement and conversion.
- Oct 2024 - Oct 2025 **Business Development Representative** | *Owl Labs (ANZ)*
- Prospected and qualified ANZ businesses for hybrid workplace, video conferencing, and collaboration solutions.
 - Conducted outbound outreach through email, phone, LinkedIn, and partner-led channels to create new pipeline opportunities.
 - Researched target accounts, identified decision-makers, and tailored messaging by industry, use case, and customer need.
 - Coordinated with account executives and partner teams to advance qualified opportunities through the sales process.
- Oct 2023 - Oct 2024 **B2B Sales Consultant** | *Bronrob*
- Drove B2B sales and client relationship management for Australian retail and gardenware-related customers.
 - Handled inbound and outbound customer interactions, strengthening client engagement and brand awareness.
 - Collaborated with business owners to execute sales, retention, and customer growth strategies based on market feedback and customer insights.
- Dec 2021 - Oct 2023 **B2B Commercial Sales Manager** | *Nespresso Philippines* | *Novateur Coffee Concepts Inc.*
- Led B2B commercial sales strategy for hospitality, corporate, restaurant, and enterprise accounts.
 - Built and nurtured strategic partnerships with hotels, restaurants, multinational companies, and corporate clients to expand market presence.
 - Managed and coached a sales team, strengthening account coverage, client engagement, and performance discipline.

- Implemented account management practices that supported customer retention, repeat business, and long-term partnerships.
- Used market research, sales analytics, and executive reporting to identify opportunities and guide commercial growth initiatives.

Mar 2016 - Dec 2021 Advertising and Corporate Sales Manager | *SM Prime Holdings Inc.*

- Acquired and managed corporate account partnerships through tailored advertising, sponsorship, and 360-degree campaign solutions.
- Marketed a portfolio of entertainment and lifestyle brands, aligning sales strategies with customer trends, market conditions, and competitive insights.
- Mentored sales team members on account management, cross-selling, up-selling, and persuasive client presentations.

Oct 2014 - Mar 2016 Corporate Communications Manager | *Cosco Capital Inc.*

- Managed internal and external communications, media relations, stakeholder messaging, company events, town halls, and executive communications.
- Developed communication materials, company literature, annual publication content, and internal training materials for the company and affiliates.

EDUCATION, TOOLS & LANGUAGES

Education

Bachelor of Arts in Arts Management
De La Salle-College of Saint Benilde, Metro Manila
Feb 2002 - Mar 2006

Tools / Software

HubSpot CRM; Salesforce; SAP; Prospect CRM; Cin7 Inventory Management; Apollo AI; Claude AI; Vibe Prospecting; Google Workspace; MS Office

Languages

English - Advanced
Filipino - Advanced