



## Rubén Alberto Treviño Fernández

Zaragoza # 134  
Monterrey, N.L.  
Mexico  
Status: Married

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Birthdate: 11/18/1981

International Commerce, Bachelor Degree by UANL

### Experience

#### **Marten Transport**

Area Sales Manager (September 2017 – October 2025)  
Covered Northern Mexico, Bajío, Tijuana and the South Texas Rio Grande Valley during my tenure.  
Sold reefer, dry van, intermodal and brokerage services.  
Managed and developed new MX Carriers for our MX carrier network.  
Reported to Mexico VP of Sales, David Cantu.

#### **Servicios Especializados Alanis (Corporativo Alanis)**

National Sales Manager (2014 - 2017)  
Sold freight for the reefer business unit focused on Central, Bajío & Northeast Mexico.  
Implemented Marten Transport, interchange agreement.  
Reported to Corporate Director, Angel Donias.

#### **TDR Transportes**

Regional sales executive (2011)  
Sold dry van and dedicated freight services on Northeast Mexico  
Reported to Corporate Sales Director, Tatiana Robles.

#### **Auto Lineas America, part of Grupo Transportes Monterrey now Alianza Trayecto**

Regional sales executive (2011)  
Sold dry van freight services on Northern Mexico along US interchange agreements as PAM, Werner, CFI, among others.  
Reported to Corporate Sales Director, Fernando Bernal.

#### **Grupo El (MX Custom Broker)**

Consulting services to implement 3PL - (2010-2011)

#### **D.A. Hinojosa del Norte, now Grupo Welldex**

Consulting services to implement 3PL - (2009 - 2010)

#### **SDV Mexico, was part of Grupo Bolloré**

Regional Sales Executive (2007 - 2008)  
Sold 3PL services primary air & ocean freight services.

#### **Hub Group, Unyson Logistics**

Onsite logistics coordinator for Hussmann American (2002 – 2007)

Coordinating 25+ Northbound loads a day with MX & US Carriers.

**Husmann American**

Internship on logistics department (2002)

**Danfoss Compressors**

Internship on Export department (2001)

**Organización Orbis, part of Grupo Pulsar**

Customer Service, telemarketing for independent sales affiliates (2000)

**Merkafon de Mexico, now Teleperformance**

Telemarketing sales for BBVA Bancomer credit card for MX National and Sprint long distance services to the US latino community (1999)

**Skillset**

- \* Maxwell Leadership certified speaker, coach & trainer since 2019.
- \* Antonio Arreguin, Training program on Neuromarketing, Neurosciences, PNL.
- \* ERP/TMS as SAP, Oracle, i2, Vantage, Solomon.
- \* Knowledge on ISO 9001, TPM, JIT, KANBAN, KAIZEN, 5's, Pokayoke's.
- \* Able to travel national and international.