



Why RV consulting?

- ✓ Because we offer you an experience of over 15 years in top management of Food Companies which will allow you to achieve big improvements
- ✓ Because our work is focused on increasing profitability through product optimization, commercialization, productivity, management...
- ✓ Because the profit you will get, will be visible in the short term and recurring in time
- ✓ Because we are a multidisciplinary team and we offer you customized solutions adapted to your needs

EXPERIENCE

Each member of RV has worked over 15 years in the Food Industry:

- Covering every strategic area
- Contributing to improve profitability
- Improving management of many companies with different activities
- Collaborating with the international expansion
- Participating in management committees of the most important Food Companies

We now offer our experience to help Food Companies to develop and maintain **competitive advantages** which create **differentiation and Improvement of profitability**

METHODOLOGY

Our methodology combines our **experience** with our **knowledge** and **skills** to form a team with the client

We carry out an APPLIED consulting which leads to **long term relationships** because we offer **practical and customized solutions** with commitment of support to the implementation

We assess the situation and circumstances, we determine **IMPROVEMENT OPPORTUNITIES**, apply the **BEST SOLUTIONS** and measure the **GOALS ACHIEVED** with our clients

Applying **innovation** as a key factor, we achieve **unique and measurable solutions**

PROJECT



- We help you in the management of R&D and optimize the processes of development and improvement of products
- We monitor and improve control plans and quality procedures
- We analyze and optimize the management of laboratories
- We can advise you on the purchase of raw materials, estimating grades and determining key parameters
- We improve the management of technological information
- We focus your organization toward continuous improvement

- We audit your plants to detect areas of improvement
- We manage start up projects and functioning plants of food manufacturing facilities
- We integrate plants and develop work methodologies
- We redesigned plants to optimize performance
- We adapt the equipment to safety standards
- We determine investment needs with studies of alternatives and profitability evaluation

- We collaborate in the launch of new products to the market
- We make specific market studies to identify segments and proper targeting to their products
- We work in branding and positioning, as well as development of new product categories
- We collaborate in positioning your company in marketing online and social networking
- We monitor and collaborate in your Marketing Plan

- We manage the growth of your company
- We collaborate with your budgets and Long Term Plan
- We carry out scorecards to better management, quantification and monitoring of your business
- We work in the strategy for commercial policies
- We facilitate the international expansion of your business with contacts and specific export formulas
- We offer specific and comprehensive training

Rafael Sánchez Muñiz



- He has a degree in biological sciences from the University of Granada, with more than 15 years of experience managing departments of R&D and quality control of big companies, where has been part of the management committees
- He has worked with renowned prestigious brands including SOS, Carbonell, Cuétara, Koipe, Bertolli, Carapelli, Louit...
- He has managed research projects worth over 14 M€ and he has optimized innovation processes
- With a deep knowledge of the sector of the food manufacturing and distribution, he has led the set up and development of quality laboratories, creating coordinated networks for the optimization of the resources
- Under his leadership management systems and certifications (ISO 9000, BRC, IFS....) have been implemented

Rafael Hinojosa Melero



- He graduated in pharmacy by the UCM in Madrid, master's degree in Nutrition from Juan Carlos I University and MBA by Instituto de Empresa, with over 15 years of experience in the development of new products in the food industry
- He began his career in Roche vitamins, where he was responsible for Sales and Marketing Europe of Omega-3 fatty acids
- Later on he became head of business unit of nutritional products at Puleva, developing the communication and marketing strategy. Afterward he was responsible for business development in one of the divisions of Pfizer, with direct responsibility in Europe, Africa and Middle East
- Currently he continues working as a consultant for multinational companies in the sector of functional ingredients

Vicente Custardoy



- He has a degree in Chemistry from the University of Valencia, with more than 25 years of experience managing the Production Department of large companies
- After passing through Unilever he was Industrial Director in Avidesas and subsequently Cuétara, forming part of the Management Committee, becoming finally Industrial Director and head of all the facilities of Grupo SOS (up to 24 production facilities in 8 countries)
- With responsibility over more than 3,000 people, management of budgets of more than 500 million euros and more than 50 million euros investment management, has been the leading man for the industrial development of brands such as Koipesol, Bertolli, Elosua, SOS, Cuétara, Carapelli, Avidesas...

Vicente Sos Girbés



- He is Industrial Engineer from the Polytechnic University of Valencia and M.B.A. from IESE, Universidad de Navarra, with more than 15 years of experience in agri-food companies
- He began his career in Oscar Mayer, then moving on to SOS Arana where he became Director of Marketing
- After passing through Arroz SOS de Mexico, in 2004 occupies the post of VP & Chief Operating Officer at American Rice Inc. until his appointment as CEO in 2005, billing 600 million of in 2010, as well as managing the integration of Bertolli from Unilever
- He finally moved to Spain as CEO of ACYCO olives and preserves



Our experience in the food industry is not only the number of circumstances and facts we have lived, but the number of circumstances and facts on which we have thought and acted successfully



www.rv-consultores.com
info@rv-consultores.com