



# Abel Garcia

TRANSACTION MANAGER | HOUSTON



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## EDUCATION AND QUALIFICATIONS

Bachelor of Science and Graphic Communication, California State Polytechnic University, San Luis Obispo, CA

California Inland Empire District Export Council Member/Appointee by U.S. Secretary of Commerce  
Vistage Member

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## CONTACT DETAILS

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## AREA OF EXPERTISE

With more than 40 years of experience in leadership, sales and marketing, Abel Garcia is an accomplished, ethical and inspirational manager. His background includes hiring and building sales and marketing teams, with particular ability to equip and enable teams to meet and exceed objectives. Abel strives to consistently expand his responsibilities based on performance and continues to grow as a leader. His experience has led him to be a highly respected and trusted executive among management and subordinates alike. Abel's extensive training in sales growth and passion for marketing has built a platform to excel at Colliers Houston with responsibilities such as creating property briefs, marketing plans and advertising materials. He utilizes his strategic planning expertise by updating the annual business plan and is constantly communicating active property assignments with appropriate staff members.

## PROFESSIONAL ACCOMPLISHMENTS

Responsible for growing education sector sales from \$5MM to more than \$11MM between 2002 to 2012, while maintaining the highest gross profits (75%+) in company history.

Extended the life and growth of a projected declining traditional product line by aggressively capturing market share from competition.

Expanded size & role of marketing staff in developing coordinated sales/marketing campaigns.

Implemented and improved e-commerce capabilities, easing the need for growing the call center support.

Led the rebranding of entire company & division image from a nearly sixty-year traditional printing business to an innovative education technology company.

## BUSINESS AND EDUCATIONAL BACKGROUND

- National Sales Leadership
- Effective Decision Making
- Business Communication Skills
- International Business Development
- e-Commerce Management
- Sales & Pricing Analysis
- Sales & Marketing Campaigns
- Market Analysis & Assessment
- Relational Management
- Marketing Direction