

Tenoli – the fastest growing distribution channel in traditional markets

Job Vacancies: Strategic Assistant to the CEO and Analyst

Tenoli is the fastest-growing distribution channel in urban traditional markets in Mexico. The company is hiring high-potential analysts to help expand its operations throughout the country and improve its services (insights and consulting) to the brands.

The company

The traditional sector represents 50% of the distribution market in Mexico – an annual USD 25 billion market – and provides employment to one out of every four Mexicans.

Tenoli is the first Buyers Club for mom&pop stores in Mexico. By aggregating demand and operating low cost last mile delivery, we can achieve lower prices, talk directly to producers, and bring new products & services to mom&pop stores to enhance competition.

In the past 2 years, the company has:

1. Grown a network of 2,000 mom&pop stores in urban marginalized areas.
2. Organized and modernized these traditional stores to increase their sales, productivity and income.
3. Designed an run a horizontal and last-mile logistics chain to take, centralize and deliver orders from hundreds of stores
4. Built a diversified portfolio of large providers that trust Tenoli to push and sell its products to the mom&pop stores and increase their sales in traditional markets.
5. Successfully closed two investment rounds to develop operations in Mexico City.

Tenoli is a social business founded in 2014 by Harvard, HEC and ESCP graduates ([Rodrigo Sanchez](#), [Thomas Ricolfi](#) and [Nicolas Carayon](#)) to help micro-businesses (mom&pop stores) grow in Mexico.

Social Impact

Tenoli's model is based on the trust and the growth of its network of shopkeepers. Every shopkeeper that joins Tenoli's Club has access to free training and consulting, technology and capital, full support from our sales team to increase its sales and cheaper products to increase its margin. Doing so, Tenoli is helping thousands of shopkeepers and micro-entrepreneurs improving their income, skills and self-esteem. Tenoli is part of the Ashoka network and the Ashoka Globalizer Program.

Growth and Opportunities

With a successful round of equity investment in 2016 and a successful follow on this year, Tenoli financed a 3-step aggressive growth plan:

- 2016 – Regional expansion: opening of 6 operation centers and building of a logistics chain in different municipalities in the East of Mexico City
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- 2017-2018 – National expansion in all major cities of Mexico: opening of 10 new distribution areas
- 2019 and onwards – International expansion starting with Peru and Colombia

Analysts' Mission

We are looking for 3 high-potential analysts that are business oriented with strong social values and a willingness to work on the field and in a start-up environment.

The analysts will work directly as right hand of one of the co-founders and directors to help with one of the following missions:

- **Business and Sales Development:** The analyst will be in charge of the expansion and diversification of our portfolio of services to the private sector. With the growth of our network of distribution centers and mom&pop stores, we'll be able to diversify our services to large companies and local governments. We need to assess our current offering and refine our go-to-market strategy.
- **Data Analysis and Information System:** The analyst will be in charge of the design and implementation of new processes to collect better data. With more and more stores in our networks and an ever-growing number of transactions carried through our distribution arm, we are building an invaluable database. We need to identify how to better design and exploit this database.
- **Social Impact Assessment and Project Management:** The analyst will be in charge of the social impact assessment of our activities and the implementation of new projects to improve that impact. After 2 years of operations we need to assess our impact on the shopkeepers and their families. We also need to constantly improve our services to the shopkeepers and launch new projects to increase our impact.
- **Fundraising and Investors' Relations:** The analyst will be in charge of the preparation of all projections and documentation for the next fundraising round of the company. He will accompany the director in meetings with the current and potential investors.

The analysts will work directly with the management team, participate in design thinking, strategic meetings and will interact with all Tenoli's partners: Suppliers (private companies), Service providers (MFIs, NGOs, Tel companies, etc).

This is a unique opportunity to work on the field and help micro-enterprises become more competitive and sustainable. The students' work will directly impact the owner of the small stores, their consumers and all the stakeholders that interact with them. They will contribute to one of the key drivers of Mexico's growth agenda: the productivity of micro-enterprises.

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Logistics & conditions

Working places (Mexico City):

- **[structure level]** Head office in San Miguel Chapultepec
- **[field]** Centers and stores in marginalized urban areas of Mexico City: Iztapalapa, Iztacalco, Ciudad Neza. The location of our centers are carefully selected for security reasons, and we are working closely with the local government to provide us full support

[Dates] Flexible; analysts are expected to work for 6 months at least.

[Compensation] To be negotiated depending on skills, experience and the specific position to which the candidate applies.

Skills required

- **Very autonomous, proactive and responsible**
- **Strong interpersonal skills**
- Spanish & English
- Creativity
- Commercial skills
- Data analysis skills
- Will to work in a challenging environment with high social impact
- Prior exposure to fieldwork
- Ability to adapt quickly to a start-up environment

These specific skills are definitely a plus:

- Retail & distribution
- Finance
- Experience in impact evaluation
- Data-analysis and/or data visualization software
- Experience in the field (marginalized urban neighborhoods in Latin America or other developing countries)

Contact

To apply to the program, please send a resume and a short cover letter (a paragraph or two) to thomas@tenoli.org or to Rodrigo@tenoli.org.