


# bruno benzio- bavino barzellato

## Innovator



 16/10/1986

Place of Birth: 

Nationalities:



Marital Status: Single

〒901-2424

Okinawa-ken,

Nakagusuku-son

Minami Uehara 684-7

(Tomo Apato A2-1)

Resident status in Japan



+81 080 6482 3582



b.senzio@gmail.com



<http://bsenzio.github.io/portfolio>

### Objective

**Transcend in History, while outside the box**



### Working +EXP Points

#### Arrow Electronics Inc.



<http://www.arrow.com/>

Field Applications Engineer, OCS & M2M Leader Mexico

June 2011 – April 2014 (2 years 11 months)



- Key Account management in a dedicated zone
- Strategy manager for OCS and M2M initiatives in the company for the whole territory
- Electronic Design activities for specific customer solutions
- 8,16,32-bit, ARM MCUs, HW&SW, PCB Layouts
- Programmer and activity coordinator for trainings with customers
- Special problem solving according to a specific need in order to win sales for the company by including a specific part in high volume opportunities
- Supplier's point of contact for Mexico's Electronic Design accounts for technical related issues for MCU/MPU (Texas Instruments, Freescale, Atmel, Silicon Labs, Renesas, ST Micro, Toshiba, NXP...), PEMCO (Tyco, SEI, KOA, Kemet, Vishay...) included for the company's line card
- Supplier's main link for activities related with OCS and M2M opportunities around the territory

❑ Skills: Collaborative problem solving (European and American branches), proactive monitoring, business strategy, technical/sales combination, innovative design concept, use of newest semiconductor technologies available

## Working +EXP Points (continued)

### ☐ Achievements

- ✓ *Generated customer satisfaction and confidence throughout the business buying process for assigned key accounts*
- ✓ *Understanding of the country's electronic manufacturers and key companies*
- ✓ *Managed different zones in the country as a key FAE partner*
- ✓ *Created an OCS/M2M guidance and strategy for the entire sales territory, connecting unknown suppliers and their marketing strategies for proper engagement against company's competitors*
- ✓ *Maintained a good communication and teamwork environment with different suppliers*
- ✓ *Developed a whole tech-oriented training about the usage of ST Microelectronics STM8 MCU family*
- ✓ *Won International Rectifier (IR) award for the highest demand creation FAE in the territory in 2013*
- ✓ *Collaborated with the company as a toolbox for solving business problems efficiently*
- ✓ *Programed and delivered a Vishay's TFT LCD graphics controller for an Atmel 32-bit MCU with sprite animations for a GPRS Vending Machine design customer*
- ✓ *Created a Graphical Interface on an LCD for a fence voltage controller design customer*
- ✓ *Generated PCBs and deliver according to customer's requirements for a voltage regulator manufacturer*

### ☐ Trainings/Certifications

- *Received several trainings from the company (ACT: Arrow Centralized Training) with different supplier's in different US locations*
- *Attended different supplier FAE oriented trainings (Freescale, Texas Instruments, Silicon Labs and Atmel)*

### ☐ Promotions

- ✓ *Salary promotion three times, 2012, 2013 and 2014*
- ✓ *Acquired sales management assignments in 2013*
- ✓ *Promoted to OCS & M2M Leader in 2013*

### Proveedora Mexicana de Monofilamentos S.A. de C.V.


 <http://www.pmmbrightline.com/>  
Plant Engineer

July 2010 – May 2011 (10 months)



- *Plastic monofilament extrusion die design*
- *Preventive and corrective plant maintenance coordinator and supervisor*
- *Different mechanical parts designer for equipment upgrades or modifications*
- *QA for ISO9001 and ISO14000 in the engineering section for hazardous materials*
- *Maintenance supplier's point of contact*
- *Operation of diverse in-plant equipment: extruders, furnace, winding machines, lubricators, PLCs, vacuum ovens, mixers, mills...*
  
- ☐ *Skills: Supervise maintenance team, collaborate with plant personnel for various in-plant activities, R&D for different improvements and cost savings, diverse industrial equipment understanding and design*
  
- ☐ *Achievements*
  - ✓ *Elaborate time saving preventive maintenance plans and created guidelines for different corrective maintenance duties*
  - ✓ *Collaborate with the maintenance team for plant automation*
  - ✓ *Designed special dies and equipment to improve efficiency and time/cost relation*
  
- ☐ *Promotions*
  - ✓ *Salary promotion after four months in 2011*

## Working +EXP Points (continued)

**Azul257** 

 <http://www.azul257.com.mx/>

*Founder / R&D, Sales Manager*

*January 2013– January 2014 (1 year)*



- *Apply learned strategies to own business*
- *Management*
- *Outsourcing*
- *Manage income and return of investments for different areas such as production, R&D*
- *Branding and promotion for big companies to be a reliable service provider*
- *Adapt new technologies for diverse growth projects within the company*
- *Manage the team and guide them towards innovation*

☐ *Skills: Created my own sales strategies, Laser cutter & Acrylic (Industrial), flexible automation*

☐ *Achievements*

*Product demo*



- ✓ *Generated a unique form for production and assembly of AOLDC (Acrylic One-Layer Different Color), at the time the patent document was being written*
- ✓ *Competed effectively against China in manufacturing business!*
- ✓ *Without funding, generated 10,000 USD/month sales within 3 months out of self-income from the partners*
- ✓ *Implemented flexible automation for my own business*
- ✓ *Implemented different new technology strategies for production purposes*
- ✓ *Hired more than ten employees in less than a year*
- ✓ *Established one high volume reliable customer and one project-oriented reliable customer by our own, by moving around and investigating*
- ✓ *Engaged various customer relationships to prepare for business growth*

## Recicla para ayudar a quien más lo necesita A.C. (NGO)

Founder / R&D Manager

October 2011 – December 2012 (1 year 2 months)



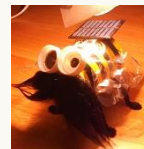
- Create an educational program for “Robotics with recycled materials” in different schools
- R&D for the mind-wave signal controlled wheelchair project
- Create a strategy for PET gathering campaigns on public buildings around the city
- Search for engineering and technology oriented alternatives to use recycled materials

### ☐ Focus

- ✓ Education of robotics and engineering technologies with recycled materials
- ✓ Support poor communities with solar panel lighting systems and different green technologies
- ✓ Generate social service activities that could have young professionals to apply their related field of knowledge on real situations

Robotics go green!!

### ☐ Achievements



- ✓ Installed a solar panel lighting system with three fluorescent light bulbs on a Mexican poor community (Tetela del Volcan) with the money collected from PET campaigns in assistance with local government
- ✓ Obtained support from the local government to acquire a laser cutter for educational material production with recycled materials.
- ✓ Generated and recruited social service personnel for technology education and design, the use of their career's core knowledge to solve different problems and/or improvements
- ✓ Obtained patent MX/a/2012/010393
- ✓ Participated in different events for NGOs and also became part of the Universidad de Londres business incubator

## University of the Ryukyus

 <http://www.u-ryukyu.ac.jp/en/>

*Research Engineer*

*April 2014 – Present*



- *Project: Modular mind-controlled devices*

- *Publications ([https://www.researchgate.net/profile/Bruno\\_Senzio](https://www.researchgate.net/profile/Bruno_Senzio)):*



## National Autonomus University of Mexico (UNAM)

 <http://www.u-ryukyu.ac.jp/en/>

*B.S. Mechatronics Engineering*

*August 2006 – May 2011*



- *Summa Cum Laude (Score: 9.35/10.0 , GPA (3.72))*
- *3rd place in the Robocup@home 2007as a robot designer for Mexico's team in the international contest*

- *Publications:*

1. *"Remote operation of a parabolic movement with free fall experiment", ICIAS 2011, Mexico*
2. *"Mobile robot navigation with a Wiimote", ICIAS 2010, Cancun, Mexico.*

## University of California, Los Angeles

*Exchange student, Winter term 2009*



- *Attended Robotics, Mechanical Design and Artificial Intelligence courses*



## Languages +EXP Points



*Spanish: Native*



*English: Business*  
TOEFL iBT: 112/120



*Japanese: High intermediate*  
3級, will attempt 2級 on 2017



*Italian: Intermediate*



*German: Basic*



*Chinese (Mandarin): Basic*



*Swedish: Basic*

## Honors and Awards +EXP Points

- ❖ *Japanese Government (Monbukagakusho) scholarship winner, 2014*
- ❖ *Pat. Pending MX/a/2012/010393 for the document "Modular control interface for mind operated actuators and devices"*
- ❖ *Summa Cum Laude for bachelor degree, 2011*
- ❖ *National Association of Universities and Engineering Faculties prize as 2010's "best student" for Mechatronics Engineering in UNAM, 2010*
- ❖ *Member of Mensa International and Mensa Mexico*
- ❖ *2nd place at the XIV Physics Metropolitan Olympiad. 2003.*
- ❖ *1st place at the XIV Chemistry Metropolitan Olympiad. 2003.*

## Organizations and affiliations

- ❖ *Mexican Talent Network – Japan (<http://www.redtalentosmxjapon.org>). Coordinator*
- ❖ *Mensa International & Mensa Mexico. Member*

## Technical Skills +EXP Points

### ❖ *Mechanical equipment*

- *Laser cutter*
- *CNC Router*
- *3D Printer*
- *Mill*
- *Lathe*
- *Winding machine*
- *Laser marker*
- *Extruders*
- *Welding machine*
- *Steam generators*
- *Coolers*

### ❖ *Mechanical design*

- *SolidWorks*
- *SolidEdge*
- *AutoCAD*
- *ProEngineer*
- *NX*
- *MasterCAM*

## Technical Skills +EXP Points (Continued)

### ❖ *Electronics*

- *PCB 2 & 4 layer design*
- *Semiconductor technologies*
- *8, 16 & 32 bit MPU/MCU*
- *ARM Cortex M3, M4F, A5*
- *TFT LCD, Monochromatic*
- *Altium Designer (DXP)*
- *Proteus*
- *Pic C*
- *CCS (Code Composer Studio)*
- *Optocouplers*
- *High voltage regulation*
- *LED lighting*
- *Optics*
- *Atmel Studio*
- *Code Warrior*
- *Raisonance*
- *Keil*

### ❖ *Programming languages and other computer SW*

- *C/C++*
- *Python*
- *Java*
- *Javascript*
- *MATLAB*
- *Lisp*
- *Shell*
- *CUDA*
- *HTML5*
- *CSS3*
- *PHP*
- *Blender*
- *Android*
- *Unity3D*
- *Git & GitHub*
- *Linux*
- *Joomla*

## Business Skills +EXP Points

- *Outside the box*

- *Team management and leadership*
- *Collaborative problem solver*
- *Memory*
- *Problem solving*
- *Innovative*
- *Reliability*
- *Hard working companion*
- *Sales management*
- *Multitasking*
- *Customer service*