SANTIAGO BONILLA HERNÁNDEZ

STRENGTHS

- ❐ Project manager oriented to positive results using adaptive techniques.
- ❐ Implementor of synthesis and automation of processes leveraging information technologies.
- ❐ Strategic optimizer by designing supervisory functions.
- ❐ Experimented in reselling and positioning products of technological nature.
- ❐ Multicultural. Bilingual English – Spanish. Proven transmitter of concepts, written and orally.

EMPLOYMENT

Digital Products Consulting [JAN. 2019 – PRESENT]

- Implementing blogging systems using modern web technologies, embracing open source at its core.

☞ **Netizen Digital Solutions**
COMMERCIAL MANAGING DIRECTOR [SEP. 2018 – DEC. 2018]

- Replaced the business manager of the mexican offices, devising processes for petty cash, filing documents, accounts receivable and payable for the registrar.
- Managed logistics and commercial schedules for international brands participating in world-class conventions of the publishing industry.
- Engaged the portfolio of customers, following-up on leads, agreement assessing, project deliverance and commercial requests (RFI, RFQ y RFP).

COMMERCIAL ENGINEER [FEB. 2018 – AUG. 2018]

- Led the marketing of a business portfolio with eight software product lines, for the creative industry and digital publishers.
- Generated new sales by means of digital marketing and brand positioning in massive business arenas and on-premises settings.
- Co-designed a new software product aimed for product upgrading and capturing market share of an emerging trend: self-publishing.
- Co-defined the sales budget for 2018 and reviewed 2017 outline.
- Collaborated the revamp of LaLibreriaDeLaU e-commerce and related marketplaces.

☞ **Hasar México**
AUTHORIZED RETURNS CONTROLLER [JUL. 2016 – DEC. 2017]

- Structured controls for the authorization of defective returned merchandise by multiple root causes, in accordance to contract wording.
- Consulted the largest clients of the portfolio to detect bad practices and recovery procedures that enabled substantial savings and logistics alleviation.
- Assessed international suppliers in preliminary design phases of product upgrading resold by the group, monitoring KPIs of largest accounts and as a feedback viewpoint of final user experience.
- Addressed diverse internal areas regarding legal, technical, operative, and marketing issues for the correct performance of the product lines of the group.

- Opened the area of computer aided design for mexican clients, enriching the group's portfolio of products for its positioning as a consulting firm in electronics technologies to manufacturing and food industries.
- Implemented the supply chain, outsourced manufacturing for P&L cost optimization, adding revenue by operative budget minimization.
- Established relationships with ISO/IPC certified manufacturers for the sustainable, multiyear development of products, in face of new orders or supply renewal.
- Integrated modular projects using agile methodologies for proof-of-concept, rapid prototyping and batch production phases.
- Defended business cases for potential clients as an invited expert to accelerate decision taking and positioning new products in the portfolio.
- Worded non-disclosure agreements, transoceanic manufacturing service contracts, warranty policies and product use disclosures.

COMPUTER SKILLS BY PROJECT

[2011] WIRELESS CONNECTIVITY FOR BLAK™ COFFEE MACHINES

[2012] WIRELESS VENDING DEX-BLUETOOTH ADAPTER

[2013] TELEMETRY MEASUREMENT VALVE SYSTEM

[2014] SERIALPORT2GO WIRELESS ADAPTER

C#.NET. - Cadence ORCAD Labcenter electronics Proteus & Ares - C - Arduino UNO AutoCAD - Rhino

[2016 – '17] RMA MANAGEMENT SYSTEM

LibreOffice - Ms. Office - Zebra Printers & Datalogic Scanner Development Kit

[2018] CUSTOMIZED DIGITAL ECOSYSTEM

[2018] PROMPERU REPRESENTATION IN GDL INTL. BOOK FAIR

Magento 2 - Impelsys iPublish Central 8

[2019] BLOGGING SYSTEMS

HTML5 - CSS3 - Node 11.3 - Enduro.js - ECMAScript 5 - Bash 4.4

EDUCATION

MICROELECTRONICS & MICROSYSTEMS ENGINEERING – ITESM MONTERREY [2012]

MEMBER 92483789 OF THE INDUSTRIAL APPLICATIONS SOCIETY, IEEE

INTERESTS

- Web application distributed architecture using modular frameworks on trend.
- Connecting web applications to relational or graph data bases.
- Layout of applications using hybrid design libraries and frameworks.
- Implementation of cloud computing and hybrid systems using containers.
- World history and charity work.

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CONTACT INFORMATION

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