**Working Experience**

**2015 – 2019 (Current) Daikin Latin America –** HVAC Industry World leader Miami, FL, USA

**Current Position: Regional IT Manager**

**Coordinating regional IT activities:** Implementing DAA IT policies; Budgeting; telephony solution; network management; lead in CRM projects; Salesforce-SAP PMO; defining roadmap for IT maturity levels; running ad hoc BI reports for different departments; managing supplier relations

**Position:** Latin America Region IT Business Analyst Sr

**ERP SAP implementation: Role:** Project team member as regional BA and PMO

**CRM project implementation**: leading business-side of Salesforce.com customization for the Firm; requirements gathering; successfully implementing a better system to track the Firm’s projects in Mexico, Puerto Rico, Chile, Panama, Costa Rica, Colombia and Miami HQ. Trained sales staff throughout LATAM >200 staff.

Coordinated SAP – Salesforce.com integration through REST base web services.

**2011 – 2015 Daikin Latin America –** HVAC Industry World leader Miami, FL, USA

**Position:** Latin America Region Sales and Marketing Analyst Sr

**Business Plan development** for opening local office in Chile: team member contributing research, market analysis and financial viability.

Lobbied successfully for launching a pre-evaluation of all businesses processes prior ERP implementation

**Financial Reporting:** Controller office support,Sales Plan per Country per line of product; Budgeting support inCapital expenditure plan for all offices. **Weekly and Monthly Sales Report to upper management:** Highlight monthly results, opportunities and risks **Provide timely market intelligence to regional sales managers.**

**Improve sales and post sales processes within Firm to enhance customer service and productivity**

**Market Research for competitive analysis and business opportunities**

1. Qualitative User Acceptance Levels testing for Salesforce CRM project: evaluating dimensions through Likert Scale
2. Pearson's R study explaining number of projects win positively correlated with variations in project gross margins
3. Multicountry data collection for Latin America Electricity prices per Voltage and Hz, residential and industrial, per time of day. Per capita electricity consumption evaluation kWh. Research currently being used as part of product manufacturing decisions.

**2010 Simplesiete – Professional service Firm in Web and Mobile solutions** Caracas, Venezuela

**Position:** Co-founder/minority stock holder / CFO and E-Business consultant

**Provide potential and existing customers with an online business model that fits their needs**

**Price and cost fixing per project:** successfully achieving Firm’s profitability

Elaboration of project proposals

**Customer service:** directing the customer’s needs within the firm’s service areas

Provide analysis to customer on online key performance indicators

Research online consumer behaviour, providing practical advice on the subject matter

Managing the firm’s internal finances – successfully achieving a working capital base

Successful Revenue estimation of Mobile SMS marketing campaign for *RS-21* Shoe brand promotion working alongside INDEPABIS the government consumer protection agency, procuring necessary permits

Successful revenue estimation of Mobile SMS marketing campaign for RS-21 Shoe brand promotion

**2010 – 2011 Client: Non-profit Organization: Fundación Miel y Candela** Caracas, Venezuela

**Position:** Business Plan Consultant. A non-profit organization dedicated to drug prevention culture and improving quality of life children and adolescents in the Venezuelan slums

Provided professional guidance in elaborating a Business Plan over1250 children served.

Elaborated Blue-print for the marketing campaign

Informal study on Venezuelan prisons overpopulation levels versus other countries, predicting 2011 prison crisis in Venezuela; Informal study on Venezuelan prisons overpopulation levels versus other countries, predicting 2011 prison crisis in Venezuela

**2009 Client: BERTRMKA Real Estate C.A.** Caracas, Venezuela

**Position:** Financial Consultant

Provide financial analysis in Hotel Residencia Botánica Resort development project at La Guairá, Caraballeda.

Prepare a financial model comparing operations as a full hotel versus as a mixed residence-hotel.

**2006 – 2008 Smurfitkappa Cartón de Venezuela, Valencia**, Venezuela – Paper industry Caracas, Venezuela

**Position:** Controller trainee.

**Financial Reporting:** Contributing team member for monthly financial consolidated reports

**Sarbanes Oxley:** Team member performing Sarbox revisions of internal controls

**Capital Projects**: Evaluation of prospect capital investment IRR and**/**or cost savings

**Macroeconomic and Political country overview:** Prepare monthly one-page country analysis required by Dublin headquarters on economic news and indexes, political events and current regulations that may affect the industry

**Law of Science and Technology:** Responsibility for its compliance. Law requires companies with certain income level to make capital investments in productivity improvements and human capital growth. My role: documenting all capital projects and report them to the governmental body. Successfully passing a 2009 government audit on the Firm’s commitments to this requirement thus avoiding >USD 5 MM in fines.

**Academia**

**2017 – 2018 FIU - Master in Sciences in Information Systems (MSIS)** Miami, FL, USA

**2009 -- 2011 Instituto De Estudios Superiores En Administración (IESA)** Business Graduate School internationally accredited by AACSB, AMBA and EQUIS. **Master’s in Marketing GPA: 4.32 / 5**. Caracas, Venezuela

**2007 UNITEC** (Universidad Tecnológica del Centro): **Minor in Finance (36 credits) GPA: 4.7 / 5** Valencia, Venezuela

2006 **Instituto De Estudios Superiores En Administración (IESA)** Business Graduate School internationally accredited by AACSB, AMBA and EQUIS Master’s in Business Administration (MBA) GPA: 4.27 / 5 Caracas, Venezuela

Thesis: Cross-study of corporate governance models within the oil industry. The paper compares corporate governance among three models of ownership variations for the industry: Central government, Private equity and a combination of both. The study looks at PDVSA, Chevron Texaco and the Alaskan Petroleum Fund. Main focus is on contract compliance with stockholders. This research was tutored by Economist Hugo J Faria. The elective courses focused on economics and finance

Contact: Hugo Faria – Professor of Economics. 786-651-7599

**2004 – 2006 Field study/projects performed during MBA at IESA** Caracas, Venezuela

**-ARMCO Venezolana, steel industry:** Internship in Treasury Dpt. Managing working capital (1semester)

**-EF y S, chemical industry:** Analysis of firm architecture—compensation system, work performance measurement and decision level evaluation within the firm. (2mths). Company currently uses the proposed framework for hiring and promotions

**-H2O, publicity sector:** Professional Service Firm consulting, implementation of best practices following David Maister’s work. (1semester).Company currently uses the proposed framework for project evaluation and resource planning

**Florida International University (FIU)** Miami, FL, USA

**August 2003 Bachelor of Arts and Sciences in Psychology** GPA: 2.85 **/** 4

**MIAMI DADE COMMUNITY COLLEGE** Miami, FL, USA

**April 2001 Associate of Arts in Psychology (transferred to Florida International Univ.)**

**1995 – 2003** **Work-as-study experience** Miami, FL, USA

Cafe Sabbia, Italian family restaurant: From bus-boy to General Manager (3yrs.)

HED Productions: Art Director Assistant (2 ½ yrs.)

Baptist Hospital: Volunteer work assisting in physical therapy for internal patients (3mths)

Personal: - US citizen, fluent in English and Spanish, Aikido black belt, avid reader, worldwide traveller, studying Chinese Mandarin

- Advanced Microsoft Excel skills; MS Project; Visio; Intermediate Microsoft Access; RapidMiner; R; MySQL database;

- Experience in applying probabilistic / statistics models for decision making