

Jean Massenez

Master of Science in Finance

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Fluent in English, French and Spanish.

Entrepreneurial minded, innovative, and strategic professional with diverse international experience leading multifaceted teams, managing / developing client portfolios, and providing financial / investment consultancy for top-notch brands such as UBS and Credit Suisse. Continuous learner; always willing to excel in dynamic market.

Remarkable success initiating and growing businesses for finance / business development / marketing advisory and consulting as well as international trade (import / export / distribution) services. Well-versed in developing brand recognition, establishing new markets, expanding customer base, boosting product sales, and increasing market share. Robust industry knowledge coupled with extensive market research; expertise in tracking new market opportunities and generating financial advisory and consulting resulting in significant revenue increase for clients' companies and portfolios. Multilingual individual with profound communication skills; demonstrated track record of fostering productive relations with key stakeholders and clients.

Areas of Expertise

- ◆ Client Portfolio Management
- ◆ Business Development & Growth
- ◆ Brand Marketing & Recognition
- ◆ Financial Advisory Services
- ◆ Private Equity & Hedge Funds
- ◆ Sales & Revenue Optimization
- ◆ Client Acquisition & Retention
- ◆ Product Sales & Marketing
- ◆ Problem Solving Skills

Accomplishments

- Doubled international sales, focusing in LATAM and Asia-Pacific (GEM).
- Earned seed capital for Apolo Massi from Chile's Minister of Economy.
- Acquired 15 new clients for in LATAM, including major Swiss and Japanese companies. (Apolo Massi)
- Initiated from zero clients and brand recognition to the acquisition of several B2B clients in Chile and LATAM. Doubled monthly sales, and increased average margins by 30% by designing ecommerce processes. (Apolo Massi)
- Established new markets in Asia-Pacific which resulted in the acquisition of an importer in Japan, and enabled 20% increase in sales annually repeatedly for Massenez Fine Wine. (Apolo Massi)
- Doubled sales with importers in South Korea, Thailand, Cambodia and Vietnam through increase of market share with existing clients. Acquired 2 new importers in China. (Massenez Fine Wine)
- Generated financial and investment advisory based on market opportunities resulting in a 30% increase of revenues with investments portfolios, and 36% increase of assets under management of existing clients. Achieved 11 new client acquisition by providing active support to desk head. (UBS)
- Enabled 33% Alternative Investments growth, in Hedge Funds and Private Equity. (Credit Suisse)

Professional Experience

GEM Mining Consulting – Santiago, Chile

2022 – 2023

Chief Business Development Officer

GEM is the leading consulting company specialized in commodity mining. We enable the world's biggest mining companies to maximize the value of mining with our state of the art solutions such as Artificial Intelligence, Big Data, Machine Learning, Internet of Things (IoT), Autonomous Mining Trucks and the DeepMine software, among others. Paving the Way for the Future of Mining. Starting from scratch, I formulated, developed and executed the business development strategy, focusing on improving profits and growth, analyzing the market, evaluating the competition, overseeing product development, designing and implementing the marketing and sales strategy, leading and supervising key members of the business development team, reaching out to potential business prospects through telephone, emails and digital platforms such as social media, leading market research to identify new opportunities, contributing to strategic planning and ensuring that the company is able to achieve revenue targets and driving growth.

- Building the branding, marketing, and sales strategies from the ground up, focusing on international markets.
- Set-up and implemented business strategies for key clients.
- Approached, engaged and generated meetings with C-level executives prospects, some becoming clients.
- Strongly increased brand awareness among stakeholders, which is now perceived as "growing".
- Doubled international sales, focusing in LATAM and Asia-Pacific.
- Opened company in Singapore.

APOLO MASSI – Santiago, Chile
Entrepreneur / Chief Executive Officer

2018 – 2022

Leveraged expertise to steer finance, business development and product marketing as well as sales and distribution (direct; B2C, ecommerce and indirect; B2B, retail, agents) for client portfolio. Conducted deep market research to track new opportunities and accelerate the efforts of client acquisition. Implemented modern sales & marketing strategies to establish new markets.

- Initiated and grew from ground up and obtained seed capital from Chile's Minister of Economy for Apolo Massi.
- Acquired 15 new clients for recurring LATAM finance, business development and marketing services, incl. top tier companies such as Hokkairo #1 in Japan, Gatsby #1 in Japan, and Mövenpick major Swiss conglomerate.
- Pioneered their introduction and steered distribution in Chile and LATAM, boosting sales, over 40% year over year repeatedly.
- Launched ecommerce for direct B2C end consumer services resulting in doubling the monthly sales and increasing on average 30% margins due to cutting intermediaries.
- Captured an importer in Japan for Massenez Fine Wine with recurring orders double in value.
- Boosted sales by 20% year-over-year for MASSENEZ FINE WINE repeatedly.

MASSENEZ FINE WINE – Singapore / Santiago, Chile
Chief Executive Officer / Chief Financial Officer

2013 – 2018

As CEO: Supervised team of 30 and drove end-to-end efforts of business development such as generating long-term growth opportunities, managing client portfolio consolidation, acquiring new clients, and increasing market share / sales growth. Led the global brand rebranding strategies.

As CFO: Responsible for managing all the financial actions of the company, tracking cash flow and financial planning, analyzing strength / weaknesses and proposing strategic actions, overseeing all aspects of the company's financial success, ensuring that the financial reports are accurate and completed in a timely manner, providing forecasts and making strategic recommendations to the board, deciding how to invest the company's money, taking into consideration risk and liquidity, overseeing the company's capital structure, determining the best mix of debt and equity. Ensuring compliance with financial integrity legislation. Delivering timely, accurate and reliable financial information to decision makers through efficient and effective financial systems and business processes.

- Doubled total sales in 5 years by establishing growth opportunities in Asia.
- Boosted the sales by 2x with importers in South Korea, Thailand, Cambodia and Vietnam.
- Tracked and attained new clients across China, Thailand, Cambodia, Myanmar and Vietnam.
- Acquired two new importers in China with 3x order size due to massive volumes in Chinese market.

UBS – Zürich, Switzerland
Investment Specialist – Advisory & Sales Manager

2011 – 2012

Organized and conducted weekly advisory / sales meetings with client advisor teams to guide in achieving higher sales / revenues for the bank and delivering better advisory / return for the clients. Systematically tracked market opportunities to generate investments with all asset classes including, fixed income, equities, funds, commodities, derivatives, private equity, and hedge funds.

- Accomplished an increase of 30% revenues with investments portfolios.
- Consolidated investment portfolio share of clients leading to a 36% increase of assets under management.
- Excelled in active support of desk head resulting in 11 High-Net-Worth Individuals (HNWI) new client acquisitions.

Credit Suisse – Zürich, Switzerland
Alternative Investments Product Specialist

2008 – 2011

Executed quantitative and fundamental analysis on alternative investments (liquid & illiquid) such as hedge funds, private equity and insurance linked securities. Leveraged investment strategies for institutional investors, high- / ultra-high net-worth individuals. Organized and held quarterly meetings with investors / prospects to understand and address their specific needs. Pioneered and implemented a new tool to improve market coverage.

- Generated over 40 new client acquisitions through providing personal network in private banking.
- Contributing to overall 33% sales growth within private banking and institutional distribution channels.
- Designed and implemented a monthly newsletter to investors and prospects: "Market & Opportunities".

Education

Postgraduate Finance & Investments, University Of Adelaide, Australia, 2007

Master of Science in Financial Markets & Investments, M.Sc. in Management, SKEMA Business School, France, 2006
World's Top 3 Master in Finance according to the Financial Times.