# JUAN JOSE ACOSTA
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## EDUCATION

**COLUMBIA BUSINESS SCHOOL**  New York, NY
**MBA,** May 2021  2020-2021
*Member:* Columbia Entrepreneurship Organization. Technology and Data Association. VC Club.
*Honors:* Dean's list Spring '20

**UNIVERSIDAD DE LOS ANDES**  Bogotá, Colombia
**BS**, Mechanical Engineering  2005-2011
*Honors:* Ranked 10 out of 1461 in 2010 national Mechanical Engineering exam

## EXPERIENCE

**MOVO**  Bogotá, Colombia
*E-Scooter app operating in 6 different countries across LATAM and Europe (similar to Bird or Lime)*  2018-2019
**General Manager for Colombia**
- Developed KPIs for all functional areas and implemented a weekly meeting schedule to supervise the team, leading the team to achieve 35% MoM growth, 125K USD in monthly revenues, and to reduce a -150K USD EBITDA to -30K USD.
- Designed the organizational structure and operations processes used to launch operations in Colombia. Led a team of 70 people and spearheaded the launch of operations in 3 different cities, reaching >250k trips.
- Created, along with the CEO, the financial model and presentation deck used to raise 22M USD Series A investment.
- Conducted competitive analysis and proposed to run operations in-house, as it gave us a cost advantage over our competitors. Colombia managed to have a 20% lower cost of operations than other countries who outsourced their operations and the processes created by our team were later replicated in all the countries.
- Developed pricing strategy by conducting market research and competitive dynamics analysis, positioning our product to the already existing players and ride-hailing alternatives, allowing us to reach 30% of the scooter apps share.
- Pioneered a new operations model in which part of the fleet would be left out on the streets at night. After assessing the pros and cons, and creating a model in excel that estimated a 50% cost reduction, I led its testing in a small batch of the fleet. After a successful test, the new model was implemented in Colombia and later on all countries, and allowed to reduce the cost of the operation - which was 60% of the total costs- by 40%.

**RAPPI**  Bogotá, Colombia
*Online on-demand food delivery app currently operating in 9 countries across LATAM.*  2017-2018
**Global head of Sampling Business Unit**
- Directed a team of 12 people, including 2 backend developers, to run the Sampling Business Unit across 13 cities in 5 different countries, delivering an average of 300K CPG samples each month, and generating 150K USD monthly revenues.
- Led the establishment of Sampling as a Business Unit and constructed the unit's first P&L. Designed and implemented a 1-year plan to make the unit profitable; built – using SQL queries - the unit's KPI dashboard in Periscope and set monthly goals for the team. After a year the team turned a monthly 70K USD global net loss to breakeven.
- Re-organized the unit's organizational structure, centralizing 5 tasks previously done separately in each country, reducing Global Sampling headcount by 40%, accounting for a 15K USD monthly saving in wages.
- Collaborated cross-functionally with Product and Commercial teams to assess a market opportunity for a new sampling product and led its subsequent development. The product allowed us to deliver samples along regular orders. After 3 months "sampling-on-top" accounted for 30% of the unit's revenues with a 50% higher margin than that of the regular sampling.

**AUTOLAB**  Bogotá, Colombia
*Car repair shop. Part of Polymath Ventures, an incubator with 6+ ventures in LATAM.*  2014-2016
**Co-Founder**
- Established Google Adwords as a new source of leads for the company, duplicating the amount of leads and reducing overall CAC by 15%; designed and implemented a digital marketing plan which led to a 70% growth in sales over 11 months.
- Conducted market segmentation analysis and identified 8 characteristic user segments. Led the design and execution of A/B testing to improve our sales process for each segment, leading to a lead-to-sales conversion ratio improvement of 20%.

## ADDITIONAL INFORMATION

*Certifications:* Machine Learning. Neural Networks and Deep Learning. Structuring Machine Learning Projects.
*Languages:* Native Spanish
*Technical Skills:* SQL. Matlab. Python. Advanced Excel Modeling.
*Volunteer Work :* Led community campaign in Rappi (2017-18) for clothing donations to Venezuelan couriers.
*Work Autorization:* 3 years of OPT (CBS is a STEM designated MBA).