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PROFILE

BBA and Marketing specialization at CESA Business School, MS candidate of Innovation and entrepreneurship at Universidad del Rosario and international leadership at EADA Business School, diplomat in entrepreneurship at Babson College, committed, positive and always willing to serve people, experienced in development of marketing & sales strategies with emphasis in innovation processes and entrepreneurship. Analytic and evaluation skills in financial and commercial strategies development earned in 6 years of experience in brands as inQlab, Microsoft and The Walt Disney Company. Trajectory in student organizations with leadership roles. Interpersonal and social skills with different audiences. 3 languages (English, Spanish and Italian).

WORK EXPERIENCE

Xpertz.co, Bogotá, DC, Colombia

Artificial Intelligence Startups focused on the employee retention market

- Co-founder (Oct. 2017 – Currently)
CEO, in charge of users growth. More than 16.000 users registered with a CAC below the 100 COP (0,3 USD). More than 10.000 USD in investment and revenue of 5.000 (2018).

Tinmob.com Co-founder, Bogotá, DC, Colombia

Artificial Intelligence Startups focused on the real estate

- Co-founder (Oct. 2017 – Currently)
Responsible of revenue and users growth. 2.000 USD monthly revenue, Key account negotiations with biggest real estate agencies and portals in Colombia.

InQlab – Grupo Santo Domingo GSD, Bogotá, DC, Colombia

Venture Builder – Venture Capital

- Markets Analyst (Jan. 2016 – Oct 2017)
Responsible of the presentation and structure of Start Up business models. Methodology based on The Lean Startup Theory. Start Up. MVP's (Minimum Valuable Product) and business model constructions. Scouting and investment tracking in Colombian and Latin American markets. Markets tests, Digital Marketing campaigns. development and tracking. First contact between entrepreneurs and funding committee.
- Achievements
9 business models presented up to date and currently in investment evaluation process.

The Walt Disney Company Representative - Licencias y Mercadeo, Bogotá, DC, Colombia

- Stationery Category Manager (Oct 2014 – Jan 2016)
In charge of the Disney, Marvel and Star Wars licenses in the Back to School, Party and Arts & Craft categories. Responsible of Retail and traditional markets. Licensee and channels negotiation, strategic alliances with licensees, retailers and wholesalers.
- Achievements
More than 10% growth, driving the category to a 2M revenue Goal.

MICROSOFT Colombia, Bogotá, DC, Colombia

- Retail BI and Retail ROB Manager, (Dec 2013 – Nov 2014)
Sell In, Sell Out and Sell Through tracking of traditional and retail markets for Xbox, Office, Windows and Microsoft Hardware brands.
Budget and forecast establishment Rhythm of the Business development and tracking.
Relationship with Distributors and retailers, Rebates control.

Tencent Holdings - Level Up! Interactive S.A.S., Bogotá, DC, Colombia

Philippine PC videogame publisher for the Latin American territory.

- LATAM Junior Product Manager (Jul 2012-Dec 2013)
In charge of the MMORPG line. Acquisition, retention and monetization of the users in-game.
Overachievement in metric and time results in market penetration vs. Business Plan.
Marketing BTL events execution and product testing in Peru, Argentina and Colombia territories. Responsible of the first game in the company.

MICROSOFT Colombia, Bogota, DC, Colombia

- Marketing and Operations Analyst (July, 2011-July, 2012)
Marketing budget and forecast control, business intelligence and subsidiary scorecard support.
Support to marketing execution area.
All Budget control metrics in Green. ROI tracking model co-founder. Results as the best subsidiary of the year.

VOLUNTEER

EKO Summer camps, Santa Cruz Association, Bogota, Colombia.

Summer camps for children in poverty in Bogota, Colombia.

- Volunteer summer camp director (volunteer) (2009-2013)
- Marketing and sales director (volunteer) (2010-2011).

AIESEC, Bogotá, DC, Colombia.

Biggest university student organization worldwide

- Account Manager for CESA, (volunteer) (2010 – 2012).
Disclosure and linkage of the student community. Promote benefits and tools to become part of AIESEC. Successful following of AIESEC students in CESA.

EDUCATION

Babson College

Babson build program certificate 2018

EADA Business school (Barcelona)

MS in International leadership, in course

Universidad del Rosario

MS in Innovation and entrepreneurship, in course

CESA, School of Business

Strategic marketing specialist, degree in 2016

CESA, School of Business

BBA, degree in 2012 (*GPA of 8.6 over 10*)

OTHERS

Languages: Spanish native.
English, advanced (Toefl 99).
Italian, intermediate (writing), advanced (speaking).

- Certifications:
 - SIT Systemic inventive thinking basic program degree 2018
 - Colombia leadership roundup (La silla vacía and CESA business school) (scholarship) 2018
 - Google Analytics certificate 2018
 - Eazl Growth hacking certificate – Udemy 2018
 - Integrated Marketing Communications, organized by Microsoft Marketing Academy and Kellogg University. (2012)
 - Strategic marketing for young entrepreneurs organized by “ANDI del Futuro”, supported by CESA and Sabana University. (2011).
Microsoft Office Specialist – Specialist in Microsoft Excel, Word and Power Point.
- Leadership
 - Student representative in CESA during the first semester of 2010 and founder of the student council.
 - Training a select group of students in leadership, organized by CESA leadership and entrepreneurship center.
 - Events execution and coordination for Miguel Gomez Martinez, politician. (2010)
- Volunteer
 - Expedition director in different Colombian schools, OBA - Tibak expeditions, Bogota, Colombia (2009-2011)
- Honors
 - Graduation speech in CESA BS marketing specialization
 - CESA BS BBA thesis 10/10 score.
 - First place in company creation organized by “ANDI del Futuro”

- Finalist in Dell Social Innovation Competition.
- Second place in Entrepreneurship contest in CESA and TEC of Monterrey, Mexico.
- Member of “ANDI Del Futuro” in young entrepreneurship strengthening area.
- Finalist at alumni entrepreneurship contest of CESA School of Business. (2014-2015)
- Teaching
 - Entrepreneurship teacher at CESA Business School.
 - Mentor in Entrepreneurship Group CESA (Currently) – Winner of the first place in July 2015.
 - Financial analysis and financial administration teacher assistant at CESA School of Business, (2010).
 - Investigation assistant in “Marca Pais”, in charge of Social Media Marketing at CESA School of Business (2010).