

# NAME

Address 1  
Address 2

Phone  
E-mail

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## PROFILE

Marketing Manager/Business Development Professional with proven skills, education and accomplishments in the following areas:

- **Strategic Marketing** focused on increasing sales and developing new business opportunities through business modeling analysis of return on capital
- **Business Development Management** with proven consultative selling and client relationship development skills that have resulted in revenue and market share growth
- **Business Planning Management** experience and achievement that focus on scenario planning and financial analysis of profitability, acquisition targets, and capital requirements

## EXPERIENCE

### **DHL Worldwide Express**

Plantation, FL

*Regional Manager Strategy & Business Modeling*

Feb 2003 – Jan 2004

Supported DHL five-year strategic plan for Latin America long term P&L growth with scenario planning, market and competitive studies, and price, cost and volume analysis for existing and new services

- DHL top 10% department performance, meeting all objectives in fiscal year 2003
- Met performance objective to deliver at least six projects justified via appropriate business case that resulted in corporate approval of initial investments necessary to implement five-year plan objectives and incremental revenue initiatives of \$1 million in fiscal year 2003
- Led the acquisition of El Salvador agent, forecasting revenue streams and calculating EBIT multiples to value future value of the company, improving margins by 12% and cost and customer synergies in the Central America region for DHL Express and Cargo

### **Lucent Technologies**

Miramar, FL

*Marketing Manager, Business Modeling*

Jun 1999 – Feb 2003

Created and Implemented customer business modeling discipline across the Latin America region, delivering strategic and economic analysis to major customers, hiring and training people, and engaging sales and business development teams

- Lucent top 10% employee performance (role model) for the four years in the marketing department, meeting and exceeding all objectives; Achievers Club 2000 and 2002
- Delivered a case for wireless expansion to the Instituto Costarricense de Electricidad (ICE) in Costa Rica, which resulted in a signed contract valued \$23 million
- Developed a comprehensive strategic analysis to Iusacell Cellular, a Verizon property in Mexico, to justify the migration of its network to 3G, resulting in a long-term sales agreement signed in fiscal year 2002 value over \$10 million
- Recommended to BrasilTelecom, the south incumbent, a strategy to enter into the enterprise market, resulting in sales of Lucent Unified Messaging solution in fiscal year 2002 value over \$5 million
- Developed a case to Telcel-BellSouth in Venezuela on Lucent switching platform valued \$16M
- Responded to BrasilTelecom request to segment the IP-VPN market and measure ROI, repositioning Lucent SpringTide solution with customer decision-makers
- Created a sales and marketing package for Lucent High Speed Data mobile strategy and communicated to leadership teams across the region, resulting in a power go-to-market tool
- Acted as a consultant by delivering a free cash flow analysis to Vodafone, Telefonica, and Endesa-Madrid for the PCS wireless license in Brazil, positioning Lucent as their partner while entering the Brazilian market in 2000-01
- Analyzed the market opportunity and return on capital to migrate Wireless Networks from 2G to 3G for the major TDMA and CDMA operators in Brazil: Telesp Celular, Telefonica Celular, TCO, BCP BellSouth, Telemig, and Vesper, positioning Lucent with senior management

*Financial Analyst*

Jun 1998 – Jun 1999

Consolidated financial statements and analysis of Brazil monthly operations, process improvement and identification of financial exposure

- Lucent top 10% employee performance (role model), meeting and exceeding all objectives
- Conducted specific internal audit reviews of inventory process, avoiding \$23 million in financial exposure
- Prepared reports on contract status and advised country manager of future business impact, resulting in revenue recognition value over \$50 million and legal closure of pending contracts

**COPERE – Promotion and Organization of Events**São Paulo, Brazil Jan  
1990 – Jun 1994*Partner*

Organized and promoted national and international cultural and business events

- Brastemp China Festival, first Chinese event in Brazil sponsored by Brastemp with the Fujian Chinese Ballet, Peking Opera, and acrobats touring six states in Brazil
- Brazil-China business summit with heads of states
- Zubin Metha and Israel Orchestra for four concerns in São Paulo
- Soviet 90 and the Russian Ballet for a tour in the major cities in Brazil
- Nestle Blues Festival, first blues festival in Brazil sponsored by Nestle with megastars Buddy Guy, Etha James, Otis Clay and many others
- Created TV advertisement for national events

**La Nave Vá Travel Agency**São Paulo, Brazil  
Jan 1990 – Jun 1994*Partner*

Coordinated logistic activities during events such as traveling, lodging, shuttle services, visas, customs clearance, security

- Use of the travel agency to support the events, our core business, and generate profitable returns on our contracts
- Negotiated agreements with carriers, hotels, and support services, reducing costs and improving bottom line results
- Created promotional tourist packages to generate a new revenue stream and improve our company's overall business

**Hewlett-Packard Brazil**Alphaville, Brazil  
May 1985 – Dec 1987*Administrative Assistant*

Responsible for the communication department including reception area, phones, messages and internal communication

- Developed and implemented a new system to identify and allocate long-distances phone calls to individual users, resulting in better control and savings in the company's phone bills
- Coordinated a team of three individuals responsible for data and voice communication

**EDUCATION****Florida International University**Miami, FL  
Oct 2004*Master of Business Administration*

Balanced full time work with academic studies

**University of Miami**Coral Gables, FL  
May 1998*Bachelor of Business Administration*

Major: International Finance and Marketing; Major GPA 3.9/4.0; Overall GPA 3.8/4.0

Honors: Cum Laude; Golden Key Honor's Society; Beta Gamma Sigma Business Society; Alpha Lambda Delta Honors Excellence; William B. Rosborough Scholarship 1996-98; President's Honor Roll Fall 1998 &amp; Spring 1997; Provost's Honor Roll Spring &amp; Fall 1996-97; Dean's List, Spring &amp; Fall 1995

**OTHER****Languages:** Fluent in English, Portuguese and Spanish; Studying French**Training:** Lake Partners Business Modeling – Jan 2001; Telechoice Business Modeling – June 2001; Executive Selling Base – Feb 2001; Power Base Selling – Jan 2000; Negotiation to Yes – Jan 2000