

**Business Consultant and Digital Marketer with an excellent knowledge of New Business Development and Hispanic Market in the US and Latin America.**

**Doctor degree in Business Administration** (1988 - *Summa Cum Laude*); **Master in Philosophy** (1985); **Bachelor in Sociology** (1984 - with honors); **More than 100 Courses** related to Management, Marketing & Sales, Advertisement, Finances in several Universities and Training Centers for senior executives in different countries. In recent years he specialized in Business Consulting, Web Design, Marketing Online & SEO.

Fluent in **Spanish & English & Russian**. Basic **Italian, French & Portuguese**. Participated in International Fairs, Business Shows and managed negotiations in Germany, Spain, UK, Italy, Canada, France, Switzerland, Holland, Mexico, Argentina, Colombia, Brazil, Chile, Peru, Bolivia, Venezuela, Russia, and 20 more countries.

## **PROFESSIONAL EXPERIENCE**

**2016 – NEO CITIZENS GROUP – USA – DIRECTOR:** Management and implementation of several Internet Marketing and Hispanic Marketing online projects.

**2008 – 2016 – SMART PROJECTS DEVELOPMENT CONSULTING – Miami – SENIOR CONSULTANT, DIRECTOR:** Significant experience in enterprise Modeling & Reengineering, information Strategic Planning, Website Development, Search Engine Optimization and Marketing Online. Skilled in applying comprehensive Methodologies for **Rapid Applications Developments** in real world and Internet business projects.

**2004-2007 - PLURINTELLIGENCE GROUP (Plurimarketing + Pluritech).** – México, D.F. Marketing & IT Group (6 Companies) – **CORPORATE SENIOR VP; and GENERAL DIRECTOR of Plurimarketing** (3 Companies): Initiated and managed valuable alliances that allowed this organization to succeed and grow up to a \$50 Million company. Managed to add very important clients, such as Procter & Gamble, Unilever, Kellogg, City Bank, Avon, Fuller, Cadbury Adams, Michelin, etc. Developed and launched new products targeted to brand managers that resulted in a 37% increase of forecasted revenue.

**2002-2004 - DEL PARQUE REAL ESTATE.** – México, D.F. Real Estate Company – **COMMERCIAL DIRECTOR:** Del Parque became one of the most important Mexican real estate developers. Motivated and trained a very successful sales team. Drove consumer satisfaction from 4.1 out of 5.0, to 4.7 levels within 2 years. Accelerated growth by implementing a thriving sales and marketing strategy. Contributed to establish a selling record (per unit and per price) in Mexican real estate business.

**2000-2002 - BARTERTRUST.** - Mexico, D.F. The world's leading trader in barter operations with a network of more than 3,000 affiliated companies – **DIRECTOR OF HOSPITALITY DIVISION**, which became the most profitable division in the company. Provided expert advice to hotels, restaurants, travel agencies and airlines.

**1994-1999 - HORIZONTES HOTELS.** - Havana - 51 hotels (Cuban and foreign investors) – **CORPORATIVE SALES & MARKETING DIRECTOR:** Handled a budget of 100 million USD and managed to increase the gross revenue in more than 100% after 2 years, due to a successful execution of the Marketing Plan and Advertising campaigns in more than 20 countries, and joint ventures with foreign capitals. Started as **GENERAL DIRECTOR** of the 17 Hotels Division, which at that time accumulated 3 million USD of net loss. Within nineteen months, and due to a great team work, the company achieved 10 million dollars of net profit.