

SUMMARY

I have more than fifteen years of experience developing new positions in start-ups, founded two businesses that are still in market, and I have five years of experience volunteering non-profit causes.

My partners consider me: self-motivated, versatile, entrepreneurial and strong commitment to achieve results. Some of my past constant achievements along my entire career are: built up solid relationships with partners, creating motivated teams aligned with business goals and generating attractive environments for the team. My first language is Spanish. I am fluent in English and proficient in Portuguese.

EXPERIENCE

DEL SUR NATURAL

It's a family entrepreneurship in the food industry. Del Sur caters a healthy alternative of casual food, using Argentine empanadas sourced with all natural ingredients.

Founder and Owner, Lowell, USA - 2014-present

I manage a team of chefs and servers to offer a modern and attractive experience to customers, who are looking for new alternatives to nurture their families. I am the principal and responsible of all the areas in the company (marketing, sales, procurement, process, and finances).

- Adapted the company to a new strategy, transforming it from a café to a factory.
- Won several prizes including "Best Product" at Mass Innovation Night, creating brand awareness.
- Built-up a new kitchen with a modern and unique style in Burlington, MA.
- Re-designed kitchen process, which allowed doubling the production capacity using same resources.

CONDOR TECHNOLOGIES

Develops software solutions for the telecommunications industry using state-of-the-art technology.

Co-founder and Business Development Manager, Argentina - 2005-2013

Member of the Board of Directors, participates in defining long-term objectives and development of the strategic plans for the company. Business planning, including market analysis, and marketing and sales strategies. Writes commercial proposals, answers RFXs and negotiates with the client. Ensures state-of-the-art end products, investigating market movement and adapting product offering to the market.

- Transformed technical solutions developed to disperse telecom projects into a group of marketing products, defining features, scope, pricing and sales strategy.
- Acquired and managed more than ten new telecom clients, including top 10 global telecom companies.
- Built up long-term relations with the biggest service providers of Argentina representing 50% of sales.
- Sold projects between \$250K-\$500K, in charge of commercial and technical proposals, RFXs, Proof of Concept, negotiation, delivery, solution designing and procurement of third-party parts.
- Responsible of the implementation and maintenance of the Corporate Visual Identity and Web site.
- Led of 9001:2000 quality management system audits.
- Controlled projects of complex software + hardware solutions lasting 18+ months, supervising software development, installation and customization teams.
- Managed regional resellers such as large global 100 telecom brands.

NETSOL INTERNATIONAL

Branch and Technology Manager, Chile - 2004-2005

Responsible of the Chilean branch, working close to sales and technical pre-sales teams; leading negotiations, technical proposals, product implementation and technical support for all projects.

- Built entire branch operation, including hiring and developing a team of five sales and technical experts, establishing communication standards and obtaining physical office space for the Chilean operation.

- In charge of big clients such as Telefónica and Entel, offering new products and services, and ensuring a high level of support service.

Solution Consultant, Chile - 2002-2004

Manager of whole project life cycle (hands-on involved): presentations, proof of concepts, installation, customization and post-sales support. Primary pre-sales technical resource, creating excellent team relationship with salesmen and clients.

- Technical implementation of a solution to measure the VPN performance of their clients and the product definition in conjunction with the marketing personnel of the client.
- Trained and led technical personnel of Unisys to deploy a solution to monitor the performance of the servers of Synapsis.
- Network and application performance consulting in Spanish and English for SITA México, Trinidad y Tobago and Guatemala.

System Engineer, Argentina - 2000-2002

Leader of technical pre-sales team and part of the support engineering team.

- Made proof of concepts and presentations of performance and fault management solutions.
- Responsible for the technical support of fault and performance management products for Telefónica and Telecom.

ACADEMIC EDUCATION

- IAE Business School, Argentina — Executive Marketing Strategic Program, 2011
- Universidad Torcuato Di Tella (UTDT), Argentina — Master in Business Administration, 2007
- Instituto Tecnológico de Buenos Aires (ITBA), Argentina — Information Technology Engineering, 2000

SKILLS

MANAGEMENT SKILLS

- Plan and trace highly complex projects through their full life cycle; including startups, customizations and maintenance. Effective use of WBS methodology and time and resource management.
- Manage of all the aspects of a project, managing team members (professionals and non-professionals), budget, suppliers, customer requirements, and timing.

SALES AND MARKETING EXPERIENCE

- Sales of technology solutions for the telecom industry using direct marketing.
- Search and development of new opportunities, prepare commercial and technical proposals, and effective results oriented negotiation.
- Development and execution of marketing and sales strategies, including segment and product definition.
- Analysis, selection and negotiation with providers and strategic partners.

TECHNICAL KNOWLEDGE

- IP telephony solutions based on SIP protocol: principal solutions used: IP centrex, IVR, B2B, Application server, Media Server, Voice Mail, SIP Proxy.
- OSS solutions for a wide range of technology networks: main OSS products used: eHealth of Concord (performance management) and Netcool of Micromuse (fault management).
- Telecom networks: VoIP and data networks, NGN and IMS architectures, mobility, cloud systems, SaaS, SNMP, SIP, RTP.

LANGUAGES

Spanish: native • English: proficient • Portuguese: proficient

WORKSHOPS

- Babson College, Boston, MA — Cultivate your Small Business, 2019

- EforAll, Lowell, MA — Business Accelerator, 2018
- Vistage Argentina — Key managers member, 2010-2012

Negotiation • Corporate redaction • Strategic sales • Emotional intelligence • Introduction to managements of sales for SMB • Advanced course of IP telephony • Internal auditor of quality system management • IT support services using ITIL • Project Management (PMI)

OTHER ACTIVITIES

- EparaTodos, Lawrence, MA — Mentor, 2018 to present
- Red Solidaria, Argentina and Chile — Fundraising and other activities, Volunteer, 2012 to present
- On Board For Kids, Boston, MA — Diverse responsibilities, Volunteer, 2013 to 2020
- Community Nursery School of Lexington (CNS) — Marketing Coordinator, Volunteering, 2013-2014