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Career Brief:

Successful multicultural leader with a proven track record of a high performance in Digital Transformation Consultancy, Business Ecosystem Development, Revenue Generation and Consistent Performance of Global Operations. Results-oriented professional recognized as an effective network and team builder.

- Proven track record of leading strong performance operations in large conglomerates
- Recognized as an effective team builder, strategist and decision maker
- Results-oriented leader with proven global business experience
- Strong background in the areas of Sales, Innovation and Digital Transformation, Information Technology, Logistics and Manufacturing
- Proficient in English and Spanish languages

Currently **President of Information Technology Industry Cluster in Guanajuato Mexico**, as an additional professional activity

Professional Experience

UST Global

November 2015 – August 2018

Leading provider of end-to-end IT services and solutions for Global 500 companies with a presence in North America, Latin America, Europe, Africa and Asia. Part of Comcraft Group, a 6B USD Conglomerate with operation in +50 Countries, UST Global is a private company with +18,000 employees worldwide, presence in +25 Countries and ~1B USD annual revenue.

Vice President for Mexico and Latin America

Reporting to: Global Head of Human Resources and New Geographies

Direct reports: Country Managers (1), Business Development (3), Regional Delivery Leader (1) and Business Enabling Areas (6)

Indirect reports: 350 individuals between Mexico and Costa Rica

Responsibilities

In charge of the overall operations of the company in Mexico and Latin America, focused on stimulating an accelerated revenue generation from a business-enabling and customer-centric approach.

Main Accomplishments

- Attrition rates reduced from +50% to 8%
- Positive EBITDA from first semester of 2016
- Eight-(8) digit annual revenue targets increased in 50% for 2017
- Attraction of new logos for Value Add Nearshore services provision
- Position UST Global Mexico as a Digital Transformation Consultancy with an IT NDA
- Defined a new organization approach focused on specific business domains and regions, led by Business Development Directors, Delivery Excellence, and a Business Enabling team to ensure an appropriate working environment for the associates

Softtek

February 2010 – October 2015

Global provider for process-driven IT solutions with 30 offices in North America, Latin America, Europe and Asia and nine Global Delivery Centers in Mexico, China, Brazil, Argentina and Spain. Founded in 1982 Softtek is a private company with ~10,000 employees worldwide and ~500M USD annual revenue.

VP Global Account Director

Reporting to: Chief Globalization Officer

Direct reports: Global Account Directors (Five)

Indirect reports: 1,600 individuals worldwide

Responsibilities

In charge of global business development for the largest Softtek's global customer: a Fortune 10 conglomerate with world-wide presence.

Main Accomplishments

- 70% increased revenues in five years as Global Account Director
- Nine-(9) digit annual revenue goals met and exceeded during the first three years with average annual growth of 15%
- Responsible for defining a global team focused on specific segments of business, industries and regions, led by Global Account Directors, to stimulate accelerated revenue generation from a new sales perspective, and organic growth

Softtek

January 2008 – January 2010

Global Business Relationship Leader

Reporting to: Global Account Manager

Direct reports: Four Business Relationship Managers

Responsibilities

Lead the Customer Relationship Management and Business Development for a Global Corporate Division and Latin American Business Units of a Fortune 10 Global Conglomerate

Main Accomplishments

- ~15M USD annual revenue goals met and exceeded based on:
 - Continuous roadshows along with BRMs focused on giving them exposure with Senior Vendor Managers and CIOs
 - Leading and encouraging BRMs to transform their way of doing business by proactively approaching the customers with solutions based on pre-identified business drivers

Softtek

January 2004 – December 2007

Business Relationship Manager

Reporting to: Global Business Relationship Leader

Direct reports: NA

Responsibilities

Creating, maintaining, and expanding Softtek business relationships at Financial, Logistics, and Transportation business units at US, Latin America, and Europe for a Fortune 10 Global Conglomerate

Main Accomplishments

- Achieving yearly revenue goals of +5M USD

GE – Ddemosis

December 2000 – December 2003

Former Software Division of GE Capital International Services America with two Delivery Centers in México (500 people each) and presence in North America. Specialized in Software Development, and applications Maintenance and Support. GE – Ddemosis was acquired by Softtek early 2004.

Customer Relationship Manager

Reporting to: Sales Director

Direct reports: +50 software engineers, project leaders and delivery managers

Responsibilities

Single point of contact for customers responsible for facilitating problem resolution, sustainable organic growth, and mentoring to delivery managers and team members.

- Service management and project team assembling

- Business development and service penetration
- Assessing existing customer service and communication practices to create and implement plans to improve service and communication effectiveness

Main Accomplishments

- Annual revenue goals achieved
- Long term business relationship settlement – still operating

GS Comunicaciones

November 1997 – November 2000

Mexican private-owned company specialized in integrated telecom solutions with annual revenue of ~5M USD with headquarters in Guadalajara and presence in most of Mexican Republic regions. GS was acquired by Ikusi, Spanish Corporation specialized in infrastructures and security, information and entertainment, communications and operations with presence in Spain, Germany, Australia, Brazil, Chile, Colombia, United Arab Emirates, France, India and Mexico.

Information Technology Director

Reporting to: CEO

Direct reports: +15 people team composed by Software Engineers, IT IS Engineers, Project and Service Leaders

Responsibilities

Accountable for the overall Information Technology operations for a nationwide integrated telecom solutions corporation with 32 sales and delivery offices in Mexico. Areas of responsibility and main activities performed are as follows:

- Application Development, IT IS (L1&L2), and IT Related Training areas.
- Accountable to deliver efficient and cost-effective information systems to fulfill organizational needs
- Responsible for IT budget planning and execution
- Final responsible for positioning IT as a key area within the organization

Main Accomplishments

- Annual IT efficiency goals achieved
- IT positioned as an strategic area to GS Comunicaciones

Geusa (Pepsi)

July 1989 – October 1997

Today GEPP, the largest bottling company with presence in all Mexican republic regions specialized in PepsiCo products. As of August 2011 Consolidated Net Sales of the group (including its sugar branch) was as about 15M MXP, being the bottling business 57% of total contribution.

Corporate IS Director

Reporting to: CIO

Direct reports: +25 people team composed by Software engineers, Project Managers, Service Leaders

Responsibilities

Heading the overall Information Technology operations, with main charter in focused on:

- Development, IT IS (L1&L2), and IT Related Training areas.
- Delivery of efficient and cost-effective information systems that fulfill organizational needs
- Responsible for managing services provided by IT outsourcing companies
- Final responsible positioning IT as a key area within the organization

Main Accomplishments

- Successful implementation of GEUSA's Executive Information System allowing high-level executives to track company's Key Performance Indicators in a day-to-day basis, bringing them the opportunity for taking decisions based on real-time information.

- Supported implementation of GEUSA's satellite Wide Area Network enabling GEUSA's bottling plants and corporate offices to be in continuous communication, reducing phone calls high costs, while allowing operations results consolidation.

Education

- **IPADE AD2** | IPADE School of Business, Guadalajara Campus
- **Bachelor's in Computer Science** | UNIVA University, Guadalajara Campus
- **Electronic Systems Engineering** | ITESM University, Monterrey and EdM Campuses

Additional professional development

- Six Sigma (Quality Methodology) Training – General Electric, 2002. Softek, 2004
- New Management Development Class – GE Management Development Institute - Crotonville, 2001
- E-Commerce Diploma – ITESM University, 2000 – 6 month course
- Leadership Diploma – University of Guadalajara, 1996 – 6 month course

Languages

- Spanish – Fluent
- English – Proficient