**Your First and Last Name**

510-555-5555 • haas\_student@mba.berkeley.edu • linkedin.com/vanityurlwithnonumbers

**EDUCATION**

**University of California, Berkeley, Haas School of Business May 2018**

**Master of Business Administration**

**Universidad Francisco Marroquin, Guatemala** **May 2011**

**Bachelor of Arts and Licentiate in Business Administration with Specialization in Marketing**

* Leader of World Cup (2008) “Students in Free Enterprise” semi-finalist team and national champion team 2008 & 2009

**EXPERIENCE**

**CASSA,** Guatemala **2016**

*Sustainable housing startup,* [*www.cassa.com.qt*](http://www.cassa.com.qt)

***Consultant, Market Development***

* Developed model that identified market potential for sustainable housing as dictated by several variables of interest making use of weighted average and MRM tools. Defined market acquisition roadmap and strategy for CASSA

**Mentoris (EdTech Startup),** Guatemala **2014-2015**

*EdTech (Education Marketplace Startup)*

***Co-Founder***

* Creation of business model, pitch deck, exhibitor at TechCrunch Disrupt and winner of Startup Weekend 2014, raising of seed funding, wireframe design and direction of three-person engineering wireframe-design team based in India.

**Tigo (Millicon International Cellular),** Guatemala

*Fortune 500 Technology Consulting Firm* **2011-2014**

***Product Manager***

* Created initiatives targeted at 1.5M top consumers generating 55% of company’s revenue. Reduced base churn rate by 30% and increased upselling conversion to 71% through design, analysis, and execution of VIP Consumer strategy.
* Defined Mobile Money product KPI’s and collaborated with Business Intelligence team to create use-tracking models that outlined adoption process for this product and quantified use-based customer segments to be targeted.
* Deployed international aid distribution service for rural farmers in Guatemala through Tigo Money Agent network that won “m-banking for the unbanked” financial inclusion fund grant from IDB.

***Project Management***

* Led development and launch of P2P money transfer, Intl. Remittances & Self-Top-Up products. Contribution included design of cash flow and taxation models, product feature design and leading of engineering team for their development, communication adaptation, creation of consumer training team, and promotion design.

***Marketing***

* Increased market penetration from 1% to 15%, service awareness in target population from 52% to 80%, and service re-use from 2% to 20% in 18 months by implementing marketing plan (OOH & BTL) according to research findings.
* Designed and led telemarketing and direct salesforce marketing efforts.

***Consumer Understanding & Corporate Strategy***

* Hired and directed world class research vendors such as IPSOS, Neilsen Marketing, and Milward Brown to understand money use and habits in unbanked Guatemalan population in order to seek adoption of Mobile Money technology.
* Defined Mobile Money strategy and roadmap and co-authored model to place and collect microcredit payments.

***Leading Engineering Teams***

* Utilized Scrum Methodology, Slack, InVision, and Microsoft Project Manager to lead engineering team to develop interactive, gamified mobile promotions, new voice/SMS/Data bundles features, programming of automatic offers according to consumer use behavior, interactive gamified data and app adoption funnels.

**ADDITIONAL**

* Fluent in Spanish
* Enactus Alumni coaching students to create sustainable projects to aid communities in need ([www.enactus.org)](http://www.enactus.org))
* Enjoy biking, hiking (volcano climbing), outdoor barbeques, water sports and Latin food & music