



# Curriculum Vitae

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Lima, Peru

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### Personal Statement

Extensive international business and marketing experience in meeting the needs of businesses in the global economy. Practical and functional experience in bringing products to markets and achieving market success. Success combining the aid industry together with businesses to achieve mutual objectives. Imports and exports. Proven ability motivating businesses to cooperate with development programs through business integration. Able to assimilate concepts relating to markets, foreign culture, consumer trends, product acceptance, pricing, packing and competitive and comparative advantage. Experienced with lots of entrepreneurs and business leaders. Spanish, English, (advanced) German & Portuguese (medium) speaker. University degree in Business Administration & International Business.

Peruvian resident/citizen experienced guiding business groups and international representative agent to California (USA); Taipei (Taiwan); Seoul (S. Korea); Manaus, Tabatinga & Sao Paulo (Brazil); Bogotá, Popayan & Pereira (Colombia); San Jose (Costa Rica) & Panama (Panama).

Commercial expert on Poverty Alleviation Project (PRA Project) in rural areas of Peru (high Andes & Amazon rainforest) as well as coastal cities. PRA Project is a market driven poverty reduction project financed by USAID.

### Skills

Market Development	Business Training
Product Development	Logistics
Container Management	Containers and Packaging
Business Integration	Entrepreneur Development
Food Marketing	

### Education

**International Business Expert** ISTECEX – ADEX , Lima - Peru.  
Technical degree on international business (imports & exports) issued by the Government and Exporters Association Of Peru (ADEX)}

**Business Administration** RicardoPalma University of Lima - Peru  
University degree in business.

**Photographer** Toulouse Lautrec Institute Lima-Peru  
Two times first place in both courses and won a first prize on an international contest made by Chemonics International in all their worldwide branches.

### Current Employment

**Commercial Manager** Reflex Asia del Peru; Reflex Asia America's

June 2009 – Current.

Commercial manager on imports and sales from China to Peru on construction, mining, agribusiness and hydro-energy, supplying machinery, construction finishing, raw material and general supplies to the local industry .

## Work History

### **Country Manager Peru                      2020 Development Company –**

2007 – Present

Country Manager for 2020DC working with other 2020DC associates around the world to source and market products in the Andean market. Products worked on for 2020DC range from financial services, equipment leasing, beverage sourcing and importation and marketing of Chinese manufactured tractors.

Consultant and “facilitator” of export business between a rural high Andes artisan alpaca wool knitters community and an American importer, doubling their sales in less than one year.

International business consultant hired by a Peruvian frozen fruit exporter for contacting potential customers in the Food Ingredients (Fi) and Natural Ingredients(Ni) Fair in Frankfurt-Germany (Nov 2009) and commercial contacts in Amsterdam and Utrecht – Holland.

Chief of the Frozen Food Exports Area of the largest Peruvian fruit and vegetables exporter, Camposol SAC, exporting mango, avocado, asparagus, artichoke and piquillo pepper to international markets as Europe, Asia and the America’s.

### **Business Specialist                      Chemonics International Inc.**

2001-2007

Chemonics is a Washington DC based company which develops many USAID projects in the world. In Peru develops PDA Project (anti-drugs project) & PRA Project. Worked with businesses, NGOs and Universities to coordinate their activities with the aid industry. Negotiator and implementer involved in business integration with corporations including Starbucks and Volcafé and trading/marketing companies of all sizes. Handled rural, handicraft, tourism, fish and agribusiness with major local supermarkets and many foreign importers.

### **Director    Capricorn SAC**

1995-2000

Founded in 1960, Capricorn is representative agent (commissioners) based in Lima-Peru and branches in Chile, Venezuela & Brazil. Represented foreign factories & companies and sold their products to the local industry & importers delivered in Peruvian ports. Handled auto and motorcycle spareparts, floated glass for buildings, chemicals for the industry and fabrics from Asian countries such as Korea, Japan, India Pakistan and more.