



Main executive, wide experience in sales and marketing. Special strength in design and to seal business, promotions and customer oriented. Generate high motivation in personnel in order to achieve the goals. Significant experience in product categories of communications, publicity, editions, industrial equipment and connection with markets in Latin America

Studies: Universidad Central de Venezuela - Mechanic Engineer Degree 1985

Labor experience: Executive Director Publicity and Marketing, Telefonica Venezuela SA , Mar 2004 up to date: Reporting areas of Publicity, Medios, Comuniqueation and Event. Lonch de New mark "Movistar".

Executive Director Grandes Usuarios, Telcel Bellsouth, Feb 2003: Reporting areas of Senior Manager by segments: Industrial and Commerce; Energy; Government-Education and Services; Bank-Financial and Communications.

General Manager Caracas Region, Telcel Bellsouth, Sep 2002 – Feb 2003: Responsible for the whole operation of the most important region in the country (40% gross business of the company). Operations consolidate in the following areas: Indirect Sales, Call Centers, WLL, Administration and Services Offices Customer Assistance.