

## **CURRICULUM VITAE**

<b>Name</b>	Rommel Giovanni Rojas Salvatierra
<b>Date of Birth</b>	September 26th, 1973, Cochabamba
<b>Marital Status</b>	Married
<b>Address</b>	Melchor Perez de Olguín Ave. O # 1197
<b>Office Telephone</b>	<b>(591) 426- 8287 Ext. 423</b>
<b>Mobile</b>	<b>(591) 774-91857</b>
<b>Personal E-mail</b>	<a href="mailto:rommel.rojas@gmail.com">rommel.rojas@gmail.com</a>
<b>Work E-mail</b>	<a href="mailto:rgrojas@upb.edu">rgrojas@upb.edu</a>
<b>University</b>	Instituto Tecnológico y de Estudios Superiores de Monterrey -Campus Monterrey, México.
<b>Degree</b>	Major in Marketing
<b>Post – Graduate Studies</b>	Universidad Militar de Las Fuerzas Armadas de la Nación. – Cochabamba – Bolivia. Escuela de Altos Estudios Nacionales
<b>Degree</b>	M sc. in Security, Defense and National Development. (Strategic Planning)
<b>Language</b>	Spanish (native language) English (Fluent) Portuguese (60%)

## **WORK EXPERIENCE AND PROFESSIONAL ACTIVITIES**

- Director of the Commercial Engineering Program at the Universidad Privada Boliviana, June 2009 till present. ([www.upb.edu](http://www.upb.edu))
- Managing Partner and marketing Director at Consempra S.r.l., October 2017 until present.
- Business Consultant for San Diego Consultores Srl, June 2009 until 2017.
  - Consulting, Marketing and Advertising
- Business Consultant for FUNDES, April 2003 – December 2005.
  - Consulting; Execution of Commercial Plans, PAER Project, 2004 - 2005
  - Managing thru the Balance Score Card (BSC)
  - Development of the suppliers Program for MYPES
  - Development of the Distributors Program for MYPES
  - Courses on diverse areas, (commerce, sales, marketing, customer attention)
  - Market research

- Director of the Cochabamba Chamber of Commerce and Services, April 2002 until 2018.
  - President of the committee of Associate affairs.
  - Member of the committee of Regional Development and Leadership.
  - Member of the committee of Political and Economic Analysis.
  - Member of the committee of Foreign Commerce.
- President of the Marketing Collegiate of Professionals, Cochabamba, April, 2006 until 2012.
- General Manager and Senior Partner, Merchandising Consultants & Licensing Bolivia S.R.L. May 1998 to the present, Cochabamba, Bolivia.
  - Develop Strategic Plans and Cash Flows
  - Develop lines of action and growth strategies
  - Establish a cost system for the company.
  - Design Market Research for mass product and specialty products.
- Senior Consultant for Alimentos Vigor, September 2002 until 2020
  - Design Market Research for dairy products
  - Design of the distribution systems
  - Development of new products.
  - Development and implementation of channels of distribution
  - Redesign of the corporate branding
  - Market Development in Santa Cruz and La Paz
  - Participation on International trade Fairs.
- Senior Consultant at “Opciones Grupo Consultor SRL”. August 2005 until 2015.
  - Design of Commercial strategies for rural companies in the cities of Potosí and Oruro.
  - Market Research with qualitative and quantitative tools, for decision-making processes.
- National Marketing Manager at LAURO & Cía. January 1996 - June 2009. Cochabamba, Bolivia.
  - Market research for mass products, stationery, and school.
  - Design of the information system for decision-making
  - Developing Marketing Plans
  - Managing negotiations with suppliers and distributors.
  - Increasing the line of products due market demand.
- Professor at the Universidad Privada Boliviana, of the courses, since august 2002 to the present:
  - Advertising intermediate and advance
  - How to elaborate a Business Plan
  - Managing, promotions and advertising.
  - Franchising
  - Sales Management
  - Marketing Management
  - Administration of sales promotions
- General Manager CCA Canal “2”, August 1999 to November 2001, Cochabamba, Bolivia.

- Design and implementation of the business plan
- Market survey to determine the rating
- Responsible of cost control, financial projections and sales analysis