

Curriculum Vitae



Personal information

First name(s) / Surname(s) **Javier Ricardo Berríos Solíz**
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Nationality Bolivian
Date of birth 08.12.1983
Occupational field **Commercial Engineering**

Work experience

- Dates** October 2022 - Present
Position held **Full-time College Professor**
Main activities and responsibilities University professor teaching both undergraduate and postgraduate courses at the same institution. Current subjects include:
 - Digital Marketing
 - Pricing Policy and Strategy
 - Preparation and Evaluation of Projects I
 - Preparation and Evaluation of Projects II
 - Foreign Trade
 - Market Intelligence Systems
- Company and sector** **Universidad Privada Boliviana / Education**
- Dates** August 2021 – October 2022
Position held **Sales Manager**
Main activities and responsibilities I led the development of campaigns, trade marketing, and digital marketing, achieving a sustained ROI of 20%. I conducted sales data analysis to optimize strategies according to the Annual Operating Plan (POA) and initiated the company's digital transformation through the implementation of SAP B1 and Power BI. Additionally, I oversaw the creation of an order management app and the development of a proprietary CRM. I managed a team of 45 professionals, serving over 1,800 clients across Bolivia's central axis, including Tarija, Sucre, Oruro, and Potosí
- Company and sector** **Centro Movil / a leading company in nationwide spare parts distribution.**
- Dates** January 2021 – Augusto 2021
Position held **Sales Manager Uruguay and Paraguay (Remote)**
Main activities and responsibilities
 - Sales representative (phone calls) for the countries of Paraguay and Uruguay
 - Creation of new business opportunities for the Indigitall application of Digital Marketing and Chat boot
 - Maintain good relationships with the current customer base.
 - Establish relationships with key partners (VAR, integrators, external developers, etc.)
- Company and sector** **SMART2ME S.L / Digital Marketing Software**

Dates January 2013 – December 2020
Position held **Regional Manager for South America (Andean Region) (Remote)**
Main activities and responsibilities B2B sales with SME and Big companies. Project Manager, Regional Strategy and distribution channel manager (e-commerce) Argentina, Bolivia, Chile, Peru, Paraguay and Uruguay. Creation and monitoring of commercial campaigns in the sector, Organization of international fairs, Management and development of Projects related to Telecommunications, VoIP and IP security.
Commercial training in new products and creation of commercial opportunities for distribution channels. Planning, execution and monitoring of commercial strategy for the region.
B2B commercial opportunities administration:
Technology products experience in priority order: IP CCTV, VoIP, Video Conference, Networking, software
Company and sector **ABP Technology - Telecom and Security IP Distributor**

Dates March 2010 – December 2015
Position held **Portafolio Manager**
Main activities and responsibilities I was responsible for a Program between Banco Mundial (Grassroots Business Fund) and Fundación IES. My primary duty was to incorporate new SMEs into the Foundation's portfolio, employing a business plan with financial analysis mainly from cash flow, with a focus on social impact. I also was responsible for helping SMEs in the current portfolio with technical assistance especially with issues relating to finance, sales management and IT.
During this time, I worked closely with other institutions such as: Swiss Contact, AHK Bolivian, AMCHAM Bolivia, Camara de Comercio de Bolivia.
As the program manager I was responsible for 6 companies with whom I collaborated on issues relating to business support, management, budget control, sales growth and strategy.
Company and sector **Fundación Innovación en Empresariado Social.- Social Foundation**

Dates August 2009 – March 2010
Position held **Regional Sales Manager for Chile**
Company and sector **RedCetus Chile S.R.L. - Technology Integrator**

Dates August 2008 – November 2009
Position held **Operations Manager**
Company and sector **RedCetus S.R.L. - Technology Integrator**

Dates January 2006 – August 2008
Position held **Commercial Manager**
Company and sector **RedCetus S.R.L. - Technology Integrator**

Education and training

Dates	July 2012
Title of qualification awarded	CAPSTONE COURSE
Principal subjects/occupational skills	General Management and International Business
Name of institution	INCAE Business School (Costa Rica)
Dates	March 2012 – August 2012
Title of qualification awarded	Advanced Diploma in Corporate Finance
Principal subjects/occupational skills	Corporate Finances
Name of institution	Universidad Privada Boliviana
Dates	November 2011
Title of qualification awarded	Best practices in business centers – CRM
Principal subjects/occupational skills	Customer service and information management (CRM)
Name of institution	Cámara de Industria y comercio Boliviano-Alemana /
Dates	October 2008 – November 2009
Title of qualification awarded	Master in Businesses Administration (Graduated with Honors)
Principal subjects/occupational skills	Marketing and Finances Strategies
Name of institution	Universidad de Santiago de Chile Universidad Privada Boliviana
Dates	February 2002 – November 2006
Title of qualification awarded	Licenciado Ingeniería Comercial
Principal subjects/occupational skills	Economy, Business Administration, MKT International Business.
Name of institution	Universidad Privada Boliviana

Personal skills and competences

Mother tongue(s)	Spanish
Other language(s)	English TOEFL IBT 90 pts
Social skills and competences	<p>Team Work: I enjoy most being part of a team to share my knowledge and experience and to learn from others in achieving the objectives of the organization.</p> <p>Friendly co-worker: I am easy to work with because I am always willing to listen and share with my colleagues.</p> <p>-Measurement of social impacts in development projects -Market research and analysis -Opening new markets Knowledge of bilateral investment treaties -Experience in staff training</p>
Technical skills and competences	<p>-Creating trade campaigns and promoting foreign companies (US, German and Chilean)</p> <p>-Experience in Import procedures -Management and supervision of staff -Accounting supervision and financial control</p>
Computer skills and competences	<p>Technology is my hobby and in which I consider myself to be an expert. I am a quick learner with new programs and software.</p> <p>Currently I am competent in Microsoft Office, Sugar CRM, mail servers, security software (Firewalls, Proxy Server, VPN), accounting packages, etc.</p>
Other skills and competences	<p>I am a person who is focused on results and who seeks to continuously learn and absorb information easily. I am used to working on my own with minimum supervision and as part of a team. I take my responsibilities seriously and like to be involved in any activity that seeks to improve the abilities of my colleagues as well as the workings and capabilities of my employer</p>