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LATAM MARKETING AND BUSINESS DEVELOPMENT	ALL-STAR LINKEDIN SOCIAL SELLING LEADER	ENTREPRENEUR, FOUNDER, CEO	BUSINESS MENTOR AND STRATEGIC ADVISOR
Grew new leads 100% from 2015 to 2017. Grew revenue 400% in two years.	Over 17,000 connections. Top 1% of the medical device industry.	Founded, directed, and grew six start-up companies since 2003.	Mentored over 30 companies at the leading startup accelerator in Colombia and at SBA's SCORE program.

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## SKILLS

Health care  
Medical devices  
Pharmaceuticals  
Biotechnology  
Life sciences  
Clinical trial/research  
Contract research/CRO  
Regulatory affairs  
Market research  
Market access plan  
Distributor management  
Business & market development  
Market access  
Product launch  
Latin America  
Negotiation  
Cross-cultural interaction  
Strategic thinking  
Strategic planning  
Product management  
Project management  
Leadership  
Start-ups  
New ventures  
Entrepreneurship  
Marketing  
Digital, inbound & content marketing  
LinkedIn social selling  
Lead generation  
Spanish, Portuguese

## EDUCATION

**Master of Business Administration (MBA),**  
Western New England University, Springfield, MA, September 1999

**Bachelor of Science, Electronics Engineering (BSEE),**  
Saint Thomas University, Bogota, Colombia, August 1995

## CAREER ACHIEVEMENTS

**CEO, [bioaccess.™](#) | 2010 – Present:** The company helps start-up and commercial-stage life science companies conduct trials, access the market, and achieve long-term sales growth in Colombia and the rest of Latin America • Grew new leads **100%** from 2015 to 2017 • Developed a proprietary B2B lead generation system combining social selling and digital marketing strategies in LinkedIn • Reached 93 out of 100 points in the LinkedIn Social Selling Index scale, positioning him in the top 1% of the medical device industry • Grew the company's revenue from zero to about \$400K from 2012 to 2014 • Built —from the ground-up and with very little resources— the company's operational backbone • Selected, hired, trained and developed the company's team in less than two years • Licensed Colombia's official "CO" country brand from the government to promote the country's clinical research capabilities • Achieved successful clinical trial execution or regulatory registration for commercialization for cardiovascular and peripheral vascular companies such as Libella Gene Therapeutics, DirectFlow, Mitralign, MitraSpan, Avinger, and CeloNova, Abiomed and Volcano in Colombia; assisted others like InterValve, NeuroTronik, Roxwood, and Teligent. Assisted companies like ResMed, CooperSurgical and Omron conduct market research and design strategies and tactics to significantly expand their sales in Colombia.

**Contributing Author, [Med Device Online/Clinical Leader](#). | July - Present:** Leading publications in the life science industry. Guest expert writers contribute articles that provide industry authorities with an outlet to share their views and insights on emerging trends, challenges, technologies, and best practices.

**Business Mentor, [Macondo Lab](#). | July - December 2017:** The organization is part of Simon Bolivar University —a leading institution in Colombia's Caribbean Region—, is the leading startup accelerator in Colombia and a top-15 accelerator in Latin America. Colombia's Ministry of Information Technologies & Communications is funding a program to help innovative start-up companies become profitable and attract venture capital investments. Responsibilities include mentoring CEOs and sitting at the board of directors of member companies to formulate and implement strategies related to business development, lead generation, sales, digital marketing, communications, HR, and angel or venture capital investment.

## OTHER EXPERIENCES

Technology Consultant, Division of Cardiology, Johns Hopkins Medicine International (The Trinidad and Tobago Health Sciences Initiative) | Baltimore, MD, 2009 • Founder and Director of Sales & Marketing for Latin America, EFI-X™/Art Studio Entertainment Media, 2008-2009 • Co-founder, President, M&M Investments, Orlando, FL, 2003-2007 • Mentor, Small Business Administration (SBA), Ft. Lauderdale, FL, 2003 • Member of the Executive Committee, Hispanic Business Initiative Fund of Greater Orlando, Orlando, FL • Product/Offer Manager for Latin America, Alcatel-Lucent, Miramar, FL, 2001-2002 • Network Systems Engineer for Latin America, Alcatel-Lucent, Westford, MA, 2000-2001 • Technical Support Engineer for Latin America, Nortel Networks, Billerica, MA, 1997-1999 • Adjunct professor, Universidad Simón Bolívar, Master of Management of Socially Responsible Enterprises, Barranquilla, Colombia, 2010 • Telecom & Networking Sales Account Executive, Microbit Comunicaciones, Bogota, Colombia, 1995 – 1996 • Telecom Post-Sales Support Engineer, ComWare, Bogota, Colombia, 1994 – 1995.