

Program – Project Manager

Extensive experience in FORTUNE 500 and midcap corporations. Joined IBM and advanced to Lenovo, and Targus, leading A-rated, multifunctional project teams successfully contributing to the business unit initiatives. Strengths include project management, software deployment, product development, leadership and analytical skills applied to deliver business revenue growth and cost savings.

Recognized leader for managing budgets of up to \$120 millions, teams of up to 10 in-country product managers, 9 engineers, and 4 commercial directors

LEADERSHIP & ANALYTICAL MANAGEMENT SKILLS

- Liaison and focal point between organizational structures
- Product Roadmap & Life-cycle management
- Cross-functional & multi-cultural teams collaboration
- Sales forecast, budget & demand planning
- Vendor selection and performance tracking
- Technology subject matter expert

AGILE PROJECT MANAGEMENT SKILLS

- Projects selection & prioritization
- Defining high level project vision & charter
- Scope/Requirements backlog prioritization
- Project team development and mentoring
- Communications to all stakeholders
- Schedule Sprint/Milestones management
- Risk probability and impact assessment
- Continual improvement/ Retrospective analysis

PROFESSIONAL EXPERIENCE

TARGUS *Anaheim, California*

2008- 2013

PRODUCT MARKETING MANAGER SOFT GOODS (2008- 2013)

Direct report to Global VP Product Management & Marketing

Selected, prioritized and managed projects and product portfolio of soft-goods accessories for laptop, tablets and smart-phones with focus on the Americas retail and distribution channels; managing over 200 different skus, distributed from 4 different warehouses, to over 15 different countries in open collaboration with C-Level customers and internal senior executives.

Global New Product Development Projects

- Contributed \$1M in incremental revenue at 50% margin in the 1st year; and a total project value of \$3M per a minimum 3 years life expectancy of the product. Succeeded by completing the development of the #1 selling Targus laptop backpack tailored for the Latin America market which also became #1 in EMEA's developing countries in 2013.
- Delivered \$1.5M in incremental revenue and 45% margin in 2 years, by managing all project stages in the development and delivery of a tailored backpack to a major OEM in Brazil.
- Contributed \$400k in incremental revenue at 44% margin within its 1st year; a total project worth \$1.2M in sales for the 3 year plan, by managing the development of the U.S distribution channel most demanded backpack for the US 2013 BTS season.

Product life-cycle management

- Achieved annual cost savings of \$400k and avoided a risk of lost revenue worth \$4.5M by managing new suppliers' selection and value-engineering of global legacy products.

Portfolio management, pricing and forecasting

- Improved portfolio margin from 39% to 44% by optimizing portfolio pricing
- Generated savings over \$500k in cost of goods by reducing forecast error by 10%

Product road-map management

- Achieved incremental sales of \$600K in 2013 by leading the product launch planning and execution of the new smart-phone cases for iPhone and Samsung Galaxy S4 in the Latin American market.
 - Directed successfully the launch of the tablet cases & accessories product line to become 25% of the total regional annual revenue
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BRAND MANAGER SOFTWARE & PERIPHERALS (2005 – 2008)

Direct report to Americas Director Software and Peripherals Business Unit

In-Direct report to Latin America General Manager

\$35M regional P&L responsibility

New business development – Software

- Drove results of \$2M in new revenue within the first year by successfully developing the software line of business in Latin America, from beginning to end, designing fulfillment and distribution processes, cost and pricing, sales training, and support.

Product life-cycle management – Hardware

- Successfully managed the road-map transition from legacy docking-station solutions to a new line of docks supporting new video, network, storage and optical drive technologies.

PRODUCT MANAGER HARDWARE MONITORS & ACCESSORIES (2004 – 2005)

Direct report to Latin America Marketing and Operations Manager

In-direct report to Worldwide Visuals, Accessories Product Development Director

\$120M regional P&L responsibility

Major technology transition – from CRT to LCD monitors

- Successfully managed the product road map - discontinuing CRT monitors and launching new LCD monitors with new vendors and manufacturing facilities.

PROGRAM MANAGER SOFTWARE THINKVANTAGE (2002 – 2004)

In-direct report to Worldwide Executive Director Client Management Software

Implemented THINK briefing centers and ThinkVantage technical workshops:

- Brand ambassador for the IBM THINK brands including ThinkPad, ThinkCentre and ThinkVantage; visiting 10 countries in Latin America.
- Led the implementation of eight (8) IBM THINK customer briefing centers at each major IBM country office, where IBM hardware and software were demonstrated to top customers
- Developed and delivered over 20 technical and sales workshops to IBM business partners for certification on IBM hardware and software.
- Expert level consultant to top customer's IT managers covering over 10 different software applications

PROGRAM MANAGER DBA, SOFTWARE DEPLOYMENTS – PARTNERWORLD (2000 – 2002)

Direct report to Latin America Information Technology Manager

- Led new software releases requirements definition, planning, implementation and deployment to over 10 servers, in 7 different countries; including data migrations, and no service interruptions at each IBM country office

BUSINESS – CERTIFICATIONS

- Project Management Professional (PMP)[®] Project Management Institute (PMI)
- Certified Scrum Product Owner (CSPO) Scrum Alliance
- Six Sigma Black Belt - University of California Irvine (UCI) – completing Dec/13

TECHNICAL – CERTIFICATIONS

- IBM DB2 UDB V8.1 for Linux, UNIX, and Windows - IBM Certified Database Administrator
- IBM Lotus Notes and Domino R6.5 - IBM Certified Application Developer & Systems Administrator
- Sun Certified Programmer SCP JAVA 2 Platform Standard Edition 1.
- IBM Certified Solutions provider – Wireless, Security, Imaging, Backup and Restore

EDUCATION

- Florida Atlantic University (FAU) – College of Business – Marketing and Finance

BI Analytical Applications & collaboration tools

- Essbase, Cognos, Minitab
- Sharepoint, Notes

LANGUAGES

- English – fluent | Spanish – fluent | Portuguese – business proficient