

<p>Fernando Ferrer, MBA</p> <p>Born on October 11th, 1967. Mexican nationality Married, 3 sons</p> <p>□ Ave. Toluca 1083 -14. Olivar de los Padres. Álvaro Obregón. 01790. DF</p> <p>☎ (5) 55 4403 0791</p> <p>□ E-mail: ferrerfernando36@gmail.com</p>	<p align="center">Communication Management & NEW BUSINESS DEVELOPMENT Expert</p> <p align="center">Skills:</p> <ul style="list-style-type: none"> ✓ Strategy & Execution of institutional, internal and marketing campaigns ✓ Branding ✓ Public Relations ✓ Lobbying ✓ R&D of New Business ✓ Sales
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Professional Experience

<p>Present January 2018</p>	<p>CHAIRMAN & CEO: COFICEL, SAPI</p> <p>GOAL: Development of a Holding Limited Co. of agribusiness sustainable investments in coconut water, Estevia and dehydrated fruits.</p> <ul style="list-style-type: none"> ✓ Development of the Business plan for establishing a coconut water facility with a production capacity of 10,000 liters daily. Partnership with 1,000 women producers. ✓ Roadshow with potential investors and customers like the Coca-Cola Co. ✓ R & D of Estevia new products in alliance with Coca-Cola-FEMSA (Sugar cane substitutes) Coca-Cola FEMSA: Home ✓ Establishing a facility for producing 100 tons of dehydrated mango. <p>GOAL: Development of an Agribusiness Summit in partnership with DELOITTE Deloitte</p> <ul style="list-style-type: none"> ✓ Foro Global Agronegocios
<p>December 2017 September 2013</p>	<p>CORPORATE AFFAIRS VP. GRUPO MUNDO EJECUTIVO Mundo Ejecutivo</p> <p>GOAL: Establishing strategic alliances with Social, Corporate & Public entities for upgrading and refreshing a 45 years old Media Brand.</p> <ul style="list-style-type: none"> ✓ Development of the most relevant Mexican Media Business Summit ✓ Cumbre 1000 Empresas ✓ Direct responsible for more than \$3 millions USD in gross sales.
<p>March 2013 September 2008</p>	<p>PAID MEDIA HEAD. GRUPO TELEVISA Televisa Sitio Oficial</p> <p>GOAL: Management of procurement budget for all external media of TELEVISA (PAID MEDIA).</p> <ul style="list-style-type: none"> ✓ Auditing Administrative and legal processes. Review and update controls. Elimination of bottlenecks and duplication processes. ✓ Creation of a single source of accounting information published and monitored daily by traffic light system, through the corporate intranet. ✓ Refinement of the catalog of more than 200 suppliers and creation of optimum standards in service, price and quality. Pioneering the use of BALANCE SCORECARD methodology and criteria. ✓ Administration's budget for procurement of external media of the whole corporation \$266,662,655 MXP ✓ Corporate savings achieved between 2008 and 2013: \$308,190,337 MXP ✓ Integration of Corporate Administrative System ERP (Enterprise Resource Planning) Oracle

<p>August 2008 November 2006</p>	<p>Continuous Improvement Program- Consultant TELEVISA Televisa GOAL: development of the 1st Continuous Improvement Corporate Center /TQM Coordination of workshops (KAIZEN philosophy & MIT Value Model's Conscious Business) about quality communication & effective negotiation in 3 different organizational levels: <ul style="list-style-type: none"> ✓ Director's – Director's ✓ Director's – Reporting teams ✓ Director's – Vice presidents Diagnosis of GENERAL WORKING SYSTEM (Processes) Innovation of new processes focused on improvement on TIME, QUALITY & COST (TQM). Pioneering the use of BALANCE SCORECARD methodology and criteria. Direct impact on near 500 employees.</p>
<p>November 2006 June 2006</p>	<p>Market Intelligence – Consultant TELEVISA Televisa GOAL: Execution of PR programs in USA for Televisa Consumer Products Division (TCP) <ul style="list-style-type: none"> ✓ Execution of business meetings between TCP and potential partners for the Hispanic USA market, such as Nintendo of America (NOA) Nintendo & Go TV (mobile platforms) ✓ Achievement of a Contract between GENERAL MILLS & TELEVISA PUBLISHING Divisions. Initial value: 1 million USD General Mills ✓ Design & Presentation of SEDUCE TV project for BACARDI & Co. (Branded Entertainment) </p>
<p>May 2006 March 2003</p>	<p>Senior Consultant & Account Director ZIMAT CONSULTORES ZIMAT – WEBER SHANDWICK, México Weber Shandwick Objective: Design & Execution of institutional, internal, and marketing campaigns for Mexican and LATAM Markets. <ul style="list-style-type: none"> ✓ Account Director for the following customers: NADRO, Visit de SS el XXIV Dalai Lama a México, SIEMENS LATAM, Museo de Arte Popular, Consejo de Promoción Turística de México (CPTM) – LATAM, TELEVISA USA, McCann Ericsson, YMCA, IV Foro Mundial del Agua ✓ International Markets Head </p>
<p>February 2003 Mayo 2002</p>	<p>Partner BIO-MEDIA, S.A. DE C.V. GOAL: Design & Execution of the 1st Business Summit- Asociación Mexicana de Secretarios de Desarrollo Económico (AMSDE) http://www.cumbredenegocios <ul style="list-style-type: none"> ✓ Brand positioning program ✓ Lobbying. ✓ Fund Raising </p>
<p>May 2002 June 2001</p>	<p>Corporate & Institutional Relations – Director MUNDO EJECUTIVO Mundo Ejecutivo GOAL: Development of a new business division for establishes new agreements & contracts with the public sector (GOVERNMENT). <ul style="list-style-type: none"> ✓ Design of the PR program MUNDO EJECUTIVO – AMSDE – UNIÓN EUROPEA. ✓ Collaboration agreements with Ambassador's & Business Attaché's of: France, Spain, Germany & UK ✓ Business & Collaboration Agreements with the State Government's of: MICHOACÁN, ESTADO DE MEXICO, CHIAPAS, SINALOA & BAJA CALIFORNIA ✓ More than \$2 millions USD in gross sales. </p>

Mayo 2001 Mayo 1997	Executive Director – “Vive México” Magazine – “To knowing it is to loving it” La Voz de México, S.A. de C.V. (Cancún, Q.Roo). XCARET Group Xcaret Objective: R & D of a culture & tourism magazine for the PREMIUM tourism niche of CANCÚN & RIVIERA MAYA market
	<ul style="list-style-type: none"> ✓ Editorial Concept. ✓ Positioning, marketing & Commercial policies ✓ Strategic Alliances with State’s Tourism Offices (information, editorial support & commercial agreements) ✓ Image Bank <p>Corporate Representation with WALL-MART México, MUNDO EJECUTIVO GROUP, GRUPO IMAGEN & MICHOACAN GOVERNMENT</p>

Academic Formation & Diplomas

2018	Management Diploma, Instituto de Empresa, Madrid ES IE - Reinventing Higher Education
2010	International Executive MBA, Instituto de Empresa, Madrid ES IE
2007	Workshops about TOTAL QUALITY MANAGEMENT Axialent and KAIZEN WORKSHOP with Dr. Masaaki Imai (KAIZEN INSTITUTE) Kaizen
1992	Global Affairs (UNAM) UNAM

Languages

English	High Level 6.8 IELTS	Spanish	Original Language
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IT Skills

Operative Systems	<ul style="list-style-type: none"> ✓ Office. ✓ Mac
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