

Currículum vítae

PERSONAL INFORMATION

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SENIOR SALES LEADER | PROJECT & PRODUCT MANAGEMENT

Growth-focused professional with a focus strategic sales development in IoT and telecommunications industries.

Results-driven Sales Leader and Project Management expert with a focus on driving business growth, market expansion, and customer acquisition. Proficient in leveraging cutting-edge technologies, across IoT, AI&ML and telecommunication industries, to optimize operations, enhance customer engagement, and foster brand loyalty. Adept at strategic planning from a global perspective, impactful implementation, and forging impactful partnerships. Proven track record of delivering exceptional results by leveraging data-driven insights to inform decision-making. Excel in integrating innovative solutions and driving initiatives that ensure a competitive advantage in rapidly evolving markets.

PROFESSIONAL EXPERIENCE

UPLink, Miami (USA)

Lead Business Developer, 06/2022–present

Execute and lead research, planning, and implementation of new target market initiatives, unlocking fresh avenues for business expansion and customer acquisition. Showcase expertise in the domain of 5G technology by strategizing and implementing slicing segmentation and rollout business plans, ensuring competitive advantage in a rapidly evolving market.

- Expertly engage in a \$1.2M annual contract with a leading European firm, focusing on business development strategies that drive growth and revenue for the organization.
- Demonstrate adeptness in gathering pertinent information from customer and competitor data to glean actionable insights and inform strategic business decisions, Data exploration and clustering.
- Integrate blockchain technology for rewards program architecture, augmenting customer engagement, and fostering brand loyalty.
- Drive 5G RAN, OpenCore and OpenRoaming integration initiative to enhance network accessibility and improve user experience.
- Devise a compelling OPEN RAN Road Map proposal that aligns with the company's strategic vision and long-term goals.
- Conduct in-depth research and analysis to create robust business case scenarios for rural and remote areas, expanding the company's reach and fostering inclusivity.

Celeritech, Miami (USA)

Account Executive SMB & Regional IoT Sales Specialist, 02/2021–12/2021

Iambox LLC, Miami (USA)

IoT Consulting Director, 10/2020–present

Orchestrated and executed the company's comprehensive marketing and communication strategy, driving brand recognition and enhancing market presence. Forged strategic alliances with institutional and media partners, boosting the visibility of titles and authors within the US market.

- Conducted in-depth strategic marketing research for the Telecommunications segment, identifying trends, and opportunities to inform decision-making and strategic planning.
- Executed online and offline strategies, leveraging information and data analysis to optimize marketing efforts and enhance customer engagement.
- Built and implemented a new value proposition for Telcos, diversifying service offerings and influencing revenue growth.
- Navigated IAMBOX's brand trademark registration process, ensuring legal protection and enhancing brand credibility.

UNIVISA, Guayaquil – Ecuador

General Manager, 06/2019–06/2020

Steered Marketing, Sales, Brand, Compliance, Operations, Supply Chain, Customer Care, Research, and Analytics functions, effectively serving over 50K Internet and Pay TV service customers. Designed strategic marketing plans targeting new investors, driving investment and growth.

- Launched a new digital campaign through prominent channels Ecuavisa and El Universo, driving brand visibility and customer engagement efforts across the organization.
- Implemented a contingency plan for remote operation, demonstrating resilience in dynamic business environments.
- Recovered assets worth \$700K+ and negotiated debt with suppliers to reach 30% reduction in already signed contracts.

Installation Technologies, Willemstad (Curacao)

Senior Sales Consultant, 02/2019–05/2019

Served as a consultant to the general management and focused on driving revenue for the organization.

- Led project management efforts for Marriot Curacao due to expertise in telecommunications.
- Served as a project manager for the relocation and expansion of the Contact Center, as well as focused on the measurement of service parameters, KPIs, training, and evaluation of CX.

Aqualectra, Willemstad (Curacao)

Senior Advisor, 11/2017–10/2018

- Assistant consultant to the general management,
- Project Manager for the relocation and expansion of the Contact Center, Measurement of service parameters and KPIs, Training and evaluation of CX.

IAMBOX, Caracas (Venezuela)

Marketing Director, 09/2009–06/2019

- Develop, implement and maintained strategic cost savings initiative in the supply chain and Operations work orders for DIRECTV, in order to support and enhance operational efficiencies
- Develop, implement Cloud Service infrastructure (SaaS) to maintain the national inventory operation of all DIRECTV warehouses and the total handling of service orders nationwide
- Responsible to handle operation of 140 contractors and more than 600 technicians, with a DIRECTV installed base of 2 M subscribers and 1.5 M of installations, services and inventory transactions per month.
- Achieved 40.5 MUSD in savings by eliminating constraints on inventory cycle-time reduction, having a complete end to end automated process.
- Maintain meticulous accountability of no serialized consignment equipment valued at over of 56 MUSD with no discrepancies nor losses in a year
- Improvement of scheduling processes and delivery of installation orders with Response Time reduction from 10 days to 1 day.

Productive Business Solutions PBS – Xerox, Willemstad (Curacao)

Regional Account Manager, 03/2016–02/2018

Managed technical consultations with potential customers, including solution architecture presentations, product demos, and proof-of-concept execution. Updated on Oracle technology advancements from product management, ensuring up-to-date knowledge and expertise are passed on to customers, business partners, and team members.

- Balanced role with 50% client meetings and presentations, and 50% hands-on work with Oracle products.
- Developed a business Cloud solution (OCI) for the Hospitality sector, leading to a revenue increase of \$1.2M.
- Led and executed marketing programs aligned with strategies for new office laser printer within Caribbean territory.

Universidad Central de Venezuela, Caracas (Venezuela)

Professor, Engineering Telecommunication Department, 06/1998–03/2016

- Topic: "Mobile Communication System", "Mobile Data System" and "Wireless System Engineering"

IAMBOX, Willemstad (Curacao)

Marketing Director – Co founder, 09/2009–05/2018

Marketing Consultant for Caribbean and Central America Market.

- IoT product development for vertical food factories. Have built a base from 0 to 1700 units for 17 main Venezuelan food factories in 24 months.
- Developed numerous IoT partnerships and strategic teaming agreements. (Digicel, Telefonica and Tigo and PDVSA)
- Design & implement business Cloud solution for TIGO Costa Rica and DIRECTV Venezuela 40 KUSD
- Complete 2 patents for Iambox, Socket Data loggers, GSM/GPS/WiFi Data logger's remote sensors

SAMSUNG NETWORKS, Caracas (Venezuela)

Country Manager, 02/2009–09/2009

- Country manager responsible for Peru, Colombia, Caribbean and Venezuela. Wimax and LTE market introduction

TELTRONIC, Zaragoza (Spain)

Sales Area Manager, 02/2008–12/2008

- Sales Area Manager Middle East region, responsible for TETRA market and develop sales channel structure, Oil & Security segment
- Design and planning a TETRA Sultanate of Oman (3.5 M EU)
- Venezuela upgrade TETRA system for Civil Protection (8 M EU)

BCCOM Business, Caracas (Venezuela)

Operational and Logistic Director Co-owner, 02/2001–08/2009

Responsible for regional DTH installations for DIRECTV Venezuela.

- Increase the number of facilities and service orders by 230% with an operating capacity of 1.200 installations per month and a response time of less than 3 days.
- Winner 3 consecutive years as best contractor in the area of quality, service and response time.
- Development of training modules for installation that allowed improving the quality indicators and response time.

CANTV–Verizon, Caracas (Venezuela)

Sales Channel Manager, Small & Medium Business, 12/2001–12/2007

- Responsible to develop sales channel structure for CANTV. Develops and manages channel partner programs including promotions, guidelines and other partner activities.
- Managing channel business and implement an indirect sales strategy leading a sales team of 11 Regional account managers. Design and deploy sales and marketing strategies, programs. Consolidated, strengthened and expanded reseller network resulting in 152% sales annual growth in 2003, 89% 2004 and 132% in 2005. Increase reseller network in 235%.

CANTV–Verizon, Caracas (Venezuela)

Project Manager for Electronic Invoice Presentment and Payment (EIPP), 10/2006–11/2007

- Responsible for Electronic Invoice Presentment and Payment (EIPP) corporate portal implementation- EDOCS Oracle. EBP Project Manager responsible for 3 verticals, Fixed, Mobile and Internet billing process (Individual & Corporate users)
- Project Manager for 1.5M\$ EBP Siebel (EDOCS) implementation, excellence award for fast track implementation (6 months), 35% increase in revenue collection through electronic media. 17% savings in logistics and distribution of bills in just five months

ERICSSON, Caracas (Venezuela) Sales Manager Data Networking System, Key Account Manager, 03/2001–09/2001

- Responsible for CANTV account. Have a role in various projects, which includes Commercial responsibility in preparing offers. Support business unit sales by product marketing in the named account.
- Marketing Analysis and Product Positioning – Support in the development of business cases for the different customer units.

ERICSSON, Stockholm (Sweden)

Mobile Internet Institute Manager, Business Development, 01/2001–04/2001

- Bid Manager for Movilnet & Digitel Proposals

ERICSSON, London (UK)

Mobile Internet Institute Coordinator, Business Development, 09/1999–03/2001

- Support business unit sales by product marketing in the named accounts. Marketing Analysis – develop local mobile Internet and its applications; establish local initiatives and partnership development.
- Mobile Core Operations (Voice & Packet services) experience including the management of Software & Hardware deliveries to budget / timescale

ERICSSON, Caracas (Venezuela)

Product Manager, Marketing Business Consultant, 02/1997–09/1999

- Support business unit sales by product marketing in the named accounts. Marketing Analysis and Product Positioning – for Customer Interaction and CRM solutions market. Provides internal sales support and back-up to sales engineers by dealing with customers.

ERICSSON, Caracas (Venezuela) - Virginia (USA)

Product and Project Manager, Marketing Division Wireless Area, 03/1995–02/1997

- Planning radio coverage, site surveys and measurements, network dimensioning, frequency planning and system parameter planning, technical system audits, transmission & data network capacity enhancement and network performance improvement solutions for telecom networks.
- Design, planning and implementing two-way Trunking radio system for EDELCA (Caroni Electricity Company) (7.2 MUSD) project revenue 14%.
- Project Manager for Dispatch console center on EDC (Caracas Electricity Company)
- Design, planning and implementing CTI/CRM project for CANTV NET (1.5 MUSD) project revenue 23%,
- INTESA (700 KUSD) project revenue 17%, AES (4.8 MUSD) project revenue 21%,
- Introduce product release for Digital Trunking, competing with Motorola, achieve 27% of market share for 1996
- Design, planning and implementing two-way Trunking radio system for Zulia Government (1.4 MUSD) project revenue 32%.

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EDUCATION

Universidad Central de Venezuela, Caracas (Venezuela)

M.Sc. Transmission and Data Communications Networks, 10/1998–03/2001

IESA, Caracas (Venezuela) Caracas (Venezuela)

Master Advance Program for Managers, Financial Management, 2003–2004

Universidad Central de Venezuela Caracas (Venezuela)

B.Sc. Electrical Engineering, 1988–1994

Universidad Central de Venezuela Caracas (Venezuela)

Industrial Instrumentation diploma, 2016–2016

Call Center University, Brighton (UK)

Contact Center Management - Contact Center Consultancy Services, 1999

ERICSSON Radio School, Virginia (United States)

PRS System engineering, 1996–1997

ERICSSON Radio School, Virginia (United States)

Project Management, 1996

PROFESSIONAL COMPETENCES

- Communication skills: University Professor for 16 Years
- Organizational / management competences: I have integrated and manage 275 people teams for Telecom and IT projects
- Competencies related to employment: National and International sales and business development manager with successful track record of performance exceeding assigned quotas for signings, revenues and profitability at Ericsson, Verizon and lambox. Deep experience Managing Sales for New business developments. all goals assigned. Outstanding experience at Customer Side achieving
- Experience working with software applications (deployments, upgrades, and troubleshooting). Private Cloud Deployments, business Cloud solution (OCI) for Hospitality. Business Development in the professional services space in one or more of the following areas: Technology Services such as consulting and development services, Cloud enablement migration and modernization and Private Cloud managed services

PERSONAL COMPETENCES

Organizational / management competences

I have integrated and manage 15 to 20 people teams for Telecom and IT projects

Competencies related to employment

National and International sales and business development manager with successful track record of performance exceeding assigned quotas for signings, revenues and profitability at Ericsson, Verizon and lambox. Deep experience Managing Sales for New business developments. all goals assigned. Outstanding experience at Customer Side achieving

LASTEST PROFESSIONAL CERTIFICATIONS

- Fundamentals of TinyML
- App Development with Swift Associate
- No Code AI and Machine Learning, MIT Professional Education
- Open RAN: System Integration
- Open RAN: Building a Business Case
- Fundamentals of Artificial Intelligence: Machine Learning
- 5G for everyone Qualcomm <https://coursera.org/share/cf0e448acfb9d1231be0e3d983b1a92>
- Certificate of Completion Azure Essential Internet of Things
- Certificate of completion Azure Sphere essential
- Certificate of Completion Essential UI Interface Design
- Data Science Certificate of Completion Fundamentals Basic concepts
- Certificate of Completion Internet of Things Fundamentals
- AWS Certified Solutions - Foundations
- Teltronics TETRA introduction
- Teltronics NEBULA system infrastructure
- Teltronics CeCoCo System Integration
- HTT-500 and MDT-400 Terminal Introduction
- SAP CR870 CRM Channel Management
- SAP CR410 CRM Interaction Center
- SAP CRM Overview
- SAP/R3 Budget Management
- Vantive CRM Business Solutions

SEMINARS AND CONFERENCES PRESENTED

- Bluetooth Introduction, CANAEMTE
- Telecommunications seminar, CONATEL
- SDH Introduction course, Technical Institute UCV
- Last Mile Access devices, Ericsson
- High speed data transmission techniques.

- I Latin American and Caribbean Seminary of Wireless Communications
- Measurements in Digital Radios, Spain
- Global Symposium PCS Technology
- DECT and PWT LA Market Position, Ericsson Holland
- PRS Trunking System LA Market Position, Ericsson Holland
- Call Center for Managers, Technical Institute UCV

NONPROFESSIONAL CERTIFICATION

- Water Safety Instructor, American Red Cross, sept. 2023 to sept. 2025, credential ID 01B2R71
- Pool & Spa Operator Certification, Pool & Hot Tub Alliance, ago. 2023 to ago. 2025, credential ID C-054399
- Lifeguarding with CPR/AED for Professional Rescuers and First Aid, American Red Cross may. 2023 to may. 2025 credential ID 017MOB
- Zwemvaardigheidsdiploma IV, swimming skills diploma IV Royal Dutch Swimming Association, no expiration date
- Open Water Diver No 9906519692
- Wine tasting Initiation
- Wine tasting II
- Wine tasting paring
- Secrets of Champagne
- Fish and seafood cooking
- Basic Bakery instructor