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## PROFILE

Goal driven, analytical, proficient professional with 4 years of experience in Marketing and Analytics. MBA from INCAE Business School, and academic background in Commercial Engineer. Demonstrated teamwork, leadership, and presentation skills on a variety of commercial projects, driven by a high degree of project and data management. Fluent spoken and written English.

## EXPERIENCE

2018-Present	<p>Samsung (www.samsung.com)</p> <p><b>Product Manager</b></p> <p>Guatemala,Guatemala</p> <p>Samsung NCA it is the subsidiary focused in the distribution and brand development of Samsung products in Guatemala, Honduras, El Salvador and Nicaragua. The IM division it is focuses in Mobile, Tablets and Accessories categories.</p> <p>Develop portfolio and Go to Market strategy for Retail and Carriers market in Guatemala, Honduras, El Salvador and Nicaragua.</p> <p>Main responsibilities:</p> <ul style="list-style-type: none"><li>• Develop portfolio and pricing strategy for North Central America accounts.</li><li>• Develop Market and competitor's analysis to build effective brand strategies.</li><li>• Improve promotion strategy with Key Account Managers and clients to increase sales and market share.</li><li>• POS supervising and improvements for Samsung products in retail stores.</li><li>• Guide Sell in and Sell out for Smartphones and tablets in order to improve inventory rotation in retailers.</li><li>• Develop marketing strategy for retailers in North Central America.</li></ul> <p>Achievements:</p> <ul style="list-style-type: none"><li>• Increase Sell out A/R by improving promotion planning investment.</li><li>• Improved Market Share sample accuracy for Guatemala, Honduras, and El Salvador.</li><li>• Successfully launched Note9 (Flagship Smartphone). Presentation with press and clients.</li><li>• Successfully developed commercial strategies to increase market share in North Central America.</li><li>• Developed and implemented 360 Marketing plan for Tablets in Central America.</li></ul>
2014-2016	<p>Tigo Guatemala (www.tigo.com.gt)</p> <p><b>Category Specialist</b></p> <p>Guatemala,Guatemala</p> <p>Tigo is an international telecommunications and media company. The Broadband Category is focused on providing and encouraging the use of data by developing and managing new offers for the prepaid market.</p> <p>Commercial projects execution and analysis for Mobile Category in Guatemala.</p> <p>Main responsibilities:</p> <ul style="list-style-type: none"><li>• Develop commercial dashboards with Sales, operation and financial KPI's for senior management.</li><li>• Successfully improved channel distribution operations with GTM team.</li><li>• Supported the development and problem solving of the commercial project execution of the category.</li><li>• Developed analysis of market/customer with valuable insights for senior management.</li></ul>

Achievements:

- Successfully developed dashboards for sales team and senior management.
- Co-Developed retail strategies with Go To Market team in order to improve promotions.
- Increased data revenue in 25% YOY with new commercial projects and promotions.
- Successfully co-developed commercial strategies to increase consumption of data in Guatemala.

2013-2014

Tigo Guatemala ([www.tigo.com.gt](http://www.tigo.com.gt))

**Business Intelligence - Customer Retention**

Guatemala,Guatemala

The Business intelligence department supports the commercial area by providing forecasts, data analysis and recommendations for the commercial products and trends.

Churn process owner, analysis, and improvement.

Main responsibilities:

- Developed, follow up and analysis of new initiatives focused in customer retention.
- CLV (Customer lifetime value) analysis and project improvements.
- Responsible of creating a predictive model (statistics) to reduce churn and forecasts.
- Develop and follow up of churn KPI's in automated dashboards.
- Lead a multidisciplinary team for automatization and improvement of churn process.

Achievements:

- Built predictive model for Churn with 89% of accuracy.
- Decreased the daily mistakes in the process and saving reprocess resources.
- Decreased Churn in 15% commercial promotions using the predictive model customers.

2012-2013

Virtual Books ([www.virtualbooks.com.gt](http://www.virtualbooks.com.gt))

**Project Coordinator**

Guatemala,  
Guatemala

Virtual Books provides ERP solutions, focused in small and medium business in Central America. The implementation department handles the new projects and manage B2B relationship.

- Manage implementation process of ERP "Virtual Books". Among the modules implemented are: Accounting, Banking, Projects and investments, Inventory, Billing, HR, CRM and sales point.
- Maintain and support the customer relationship during the implementation process and long-term relationship.
- ERP training to final users of customers.

Achievements:

- Successfully implemented and organized the accounting of the clients.
- Successfully maintain customer satisfaction.
- Successfully improved operations for customers saving time and money.

## EDUCATION

2018 Jan – 2018 may	Rotterdam School of Management ( <a href="http://www.rsm.nl">www.rsm.nl</a> ) - <i>“Top 10 European Business Schools” – Financial Times</i> <b>MBA International Exchange</b> Courses: “Marketing Analytics” in R, “Pricing: Creating and Capturing Value”, “Digital Marketing Strategy”, “Benchmarking Economic Efficiency”, “Sustainable Finance”.	Rotterdam, Netherlands
2016-2018 (may)	INCAE Business School ( <a href="http://www.incae.edu">www.incae.edu</a> ) <b>Master in Business Administration (MBA)</b> <i>Business School founded by Harvard, constantly ranked as the best business school in Latin America.</i>	Alajuela, Costa Rica
2008-2012	Universidad del Istmo ( <a href="http://www.unis.edu.gt">www.unis.edu.gt</a> ) <b>Commercial Engineer</b>	Guatemala, Guatemala

## HABILITIES

Fluent English written and spoken. Management skills and team player. High skills in multiple statistic tools and advanced excel.

## INTERESTS

My personal interests are Sports, running, soccer, and technology.