

Claudia Davila

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| Education | The University of Texas at Austin, McCombs School of Business Master of Business Administration Concentration in Marketing and Management | May 2007 |
| | Universidad de Lima; Lima, Peru Economist License - <i>Cum Laude</i> | December, 2002 |
| Experience | | |
| Summer 2006 | Dell Inc <i>AMERICAS Intern, Center of Competence – Software & Peripherals Group</i> <ul style="list-style-type: none">Delivered a customer experience complete competitive analysis based on strategic key factors.Developed recommendations to make Dell.com a customer destination for Peripherals that ranged from an effect on higher consideration and conversion rates to ROI increase of \$28M in first stage. | Austin, TX |
| 9/02-7/05 | Shell Lubricants Peru <i>Treasury Advisor (04/04-07/05)</i> <ul style="list-style-type: none">Developed and managed strategic relationship between Shell and the main financial institutions in Peru to negotiate preferential rates in financial transactions.Expanded the company's financial development by leveraging bank competitive features and applying them to efficiently fulfill the company needs.Managed regional portion of strategic marketing project between Shell and American Express, including implementation, analysis and training for 80 people.Developed a real-time cash availability template for rolling and forecasting cash flow; integrated other elements that simplified cash surplus and deficit management and impacted cash generation. <i>Treasury Assistant (09/02-04/04)</i> <ul style="list-style-type: none">Executed cash operations valued in \$350 MM/yr, based on the development and analysis of bank positions and cash flow. Maximized return of surplus and covered monthly treasuryCoordinated and executed operations affecting company's cash flow with the sales and supply area to accomplish specific business requirements. | Lima, Peru |
| 08/00-09/02 | Nextel del Peru S.A. <i>Credit Analyst</i> <ul style="list-style-type: none">Evaluated and approved credit worthiness of new customers, preventing fraud rate and reducing collections ratio in the credit area.Reduced length of credit evaluation by 25% with drafted weekly reports | Lima, Peru |
| 10/98-07/00 | Compaq Latin America Corp. <i>Logistic Analyst, (12/99-07/00)</i> <ul style="list-style-type: none">Prepared and executed first inventory management exercise that reconciled physical inventory and SAP system information, permitting real-time stock data and effective control of products.Supervised customs clearance and delivery of our products to distributors and end users. <i>Product Planner and Commercial Assistant, (10/98-11/99)</i> <ul style="list-style-type: none">Evaluated sales and inventory levels in order to draft accurate product forecasts Peru and Bolivia in line with Compaq product life expectancy.Analyzed weekly sales and inventory reports based on information gathered from regional distributors to review inventory levels, promote product rotation and avoid obsolete inventory. | Lima, Peru |
| Additional | <ul style="list-style-type: none">Bonnie Martin Designs Inc. - Team Captain, McCombs PLUS Project Identify growth opportunity through market segmentation and tailor a marketing plan to properly target potential customers.Member: <i>Graduate Marketing Network, Hispanic Graduate Business Organization, Graduate Women in Business and Graduate Business Wine Club</i> student groupsPiano Player for 11 years, studied at the National Conservatory of Music in Lima, PeruBeagle Dog Breeder | Spring 2006 |