

# MARCELINO CHÁVEZ

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Austin, TX 78703

## EDUCATION

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- PhD** Student. Marketing Department  
University of Texas at Austin August 2021 – Present  
McCombs School of Business  
Working with Professor Leigh McAlister and Sebastian Hohenberg
- MBA** ESAN University, Lima, Peru April 1997  
Thesis: “Business Plan for a Peruvian-Food Restaurant Chain”  
Advisor: Professor David Ritchie  
Developed a complete plan for the marketing, operations, finance, and human resources management of the restaurant chain inspired by a typical Peruvian dish. Thesis included implementation of a pilot restaurant for identifying and understanding of key business processes. Proving of several hypotheses and inputs to enhance business plan.
- BS** Pontificia Universidad Católica del Perú, Civil Engineering 1986 – Jan 1992  
Graduated with Honors. Top 10% of his class

## HONORS AND AWARDS

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- Innovation Award, Peruvian Construction Chamber** October 2009  
For Company Aceros Arequipa’s service “Acero Dimensionado”
- Credit of Honor, ESAN University** 1996-2000  
Full financing of MBA Tuition (with no interests)
- Partial Tuition Fellowship, Pontificia Universidad Catolica del Peru** 1986-1992  
Partial financing of university tuition because of excellent performance

## PROFESSIONAL EXPERIENCE

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Dynamic, world-class marketing and general management executive with extensive background in business-to-consumer and business-to-business marketing. Analytical thinker with strategic planning skills, capable of developing innovative approaches to idea development and issues resolution. Proven acumen for transforming groups into high-performing cross-functional teams. Expertise in Marketing Research, Profit and Loss, Strategic Ventures, Portfolio Optimization, Marketing & Sales Plans, Turnaround Strategy, New Product Development, Relationship Building, Team Leadership.

**Corporación Aceros Arequipa S.A.**, Lima, Peru

1999 – February 2019

Company dedicated to the manufacture and commercialization of steel products for the construction, mining, and industrial sectors. Peruvian market leader in all its main products: reinforced concrete steel bars (rebars) and merchant bars. Annual revenues above US\$ 1,000 million.

### **Construction Line Manager**

- Maintained comprehensive responsibility for company's largest product line, designing and executing marketing plans designed to support 70% of annual revenue.
- Developed and administered marketing budgets, managed negotiation of key purchasing programs.
- Streamlined a multiplicity of policies and procedures within both marketing and customer service departments, analyzing existing practices and identifying areas for significant improvement.
- Provided engaging presentations to commercial clientele, offering insight into product usage; created and made presentations regarding marketing team progress for company's internal executive board.
- Oversaw design and publication of a variety of marketing materials and advertisements, employing innovative tactics such as brand positioning to increase brand visibility nationwide.
- Built and guided cross-functional team of two marketing assistants, communicating marketing strategy and ensuring appropriate execution of initiatives through careful monitoring.
- Designed and produced a variety of customer-targeted training material for company-offered product.

**Oficina de Normalización Previsional (ONP)**, Lima, Peru

1997 - 1999

Government agency dedicated to the management of public pension funds above US\$ 2,500 Million serving more than 550,000 pensioners in Peru.

### **Project Manager**

- Directed cross-functional teams during implementation of information technology (IT) and operational projects, overseeing all phases from planning and organization to execution.
- Maintained high levels of operability during project completion, minimizing disruption through careful analysis of forecasted project impact; ensured project adherence to budget strictures.
- Liaised with external vendors to establish relationships and secure project outsourcing.
- Designed key communications project enabling ONP dissemination of information to other government institutions by effectively and securely leveraging internet-based applications.

**Graña y Montero Consulting Engineers**, Lima, Peru

1994 - 1996

Company of the Peruvian holding Graña y Montero dedicated to the development, supervision, and management of engineering projects with annual sales over US\$ 5 million.

**Project Manager Assistant**

- Supported operations of various structural design projects, offering input regarding project planning as well as overseeing coordination of multidisciplinary teams to facilitate timely project completion.
- Ensured high levels of customer satisfaction by interfacing with clients regarding project updates.
- Managed individual project budgets, maintaining adherence through monitoring of purchasing, labor, and external vendor costs.

**Fondo Nacional de Compensación y Desarrollo Social (FONCODES).**

Lima, Peru

1992 - 1994

Government agency dedicated to the evaluation, financing, and supervision of infrastructure projects for the improvement of living conditions in the poorest populations of Peru.

**Project Evaluation Head (City of Chiclayo's office).**

1993 - 1994

- Supervision of the personnel in charge of the evaluation of projects from the Lambayeque, Cajamarca, and Amazonas departments.
- Implementation of the new evaluation system according to standards of the Inter-American Development Bank. The system improved the evaluation process effectiveness allowing a better resource allocation.
- Recruitment and training of the system implementation team.

**Project Evaluation Engineer (Lima's office).**

1992 - 1993

- Technical and socioeconomic evaluation of civil infrastructure projects.
- Member of a team that worked under supervision of the Inter-American Development Bank for the design of a new system of project evaluation. This work allowed Foncodes to obtain a loan for more than US\$ 100 million in 1992.

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**RESEARCH EXPERIENCE**

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**Corporación Aceros Arequipa S.A., Lima, Peru**

1999 to 2019

**Projects as Construction Line Manager**

- Continuous B2B research for improving service called Acero Dimensionado (cut and bent steel for concrete reinforcement). This included customer visits, field observations, ethnography, interviewing of engineers, technical workers, and executives. Activities supported brand leadership for twenty years and allowed new product development (e.g.: just-in-time delivery with crane trucks, special product packaging and labelling, and on-site warehousing).
- Design and implementation of customer survey for measuring quality of services (longitudinal study). Measuring pricing, product quality, sales services, delivery, claims.
- Longitudinal study (tracking) for evaluation of Aceros Arequipa's brand performance. Design and execution of a longitudinal study for measuring key indicators of brand performance (preference, top of mind, product attributes, brand

associations, etc.) Survey consisted of personal interviews with all segments of consumers and for the main products of the company. More than 800 interviews executed per year.

- Three research projects for developing the training program “Construye Seguro” (Building Safe Houses): (a) research for determining the best design of the training handbooks of the program (graphic design and content language most suitable for the target), (b) research for designing the architecture of eight house models for fulfilling the personal preferences and needs of the target, (c) research for measuring the impact of the training program on brand equity. In all cases: formulation of the project objectives, selection of the methodologies (including focus groups, ethnography, and personal interviews), and discussion of results for implementation.

**Dissertation: Business Plan for a Peruvian-Food Restaurant Chain**, ESAN University, Lima, Peru. April 1997

Advisor: Professor David Ritchie

- Developed a complete plan for the marketing, operations, finance, and human resources management of the restaurant chain inspired by a typical Peruvian dish.
- Included implementation of a pilot restaurant for identifying and understanding of key business processes. Proving of several hypotheses and inputs to enhance business plan.

## **TEACHING EXPERIENCE**

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**University of Texas at Austin**, Texas

August 2021 - Present

**Teaching Assistant**

- Principles of Marketing (Honors) with Prof. Leigh McAlister
- Marketing Policies with Prof. Raji Srinivasan.

**Pontificia Universidad Católica del Peru**, Lima, Peru

August 1991 - July 1992

**Teaching Assistant**, Mathematics

- Basic Mathematics 2, an undergraduate course averaging 120 students per semester, covering the following topics: trigonometric, geometry. Grading and development of quizzes.

## **PROFESSIONAL CERTIFICATION AND TRAINING**

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**Licensed Professional Engineer**

Pontificia Universidad Católica del Peru. January 2020

**Online Teaching: Presence and Engagement**

Association to Advance Collegiate Schools of Business (AACSB). July 2020

**Online Teaching: Getting Started**

Association to Advance Collegiate Schools of Business (AACSB). July 2020

**Classroom Management and Communication**

Pontificia Universidad Católica del Perú, Lima, Peru. April-July 2020  
Course of the Master of University Teaching

**Kellogg on Branding: Creating, Building and Rejuvenating Your Brand**

Kellogg School of Management, Evanston, IL. 2019

**Strategic Data-Driven Marketing**

Kellogg School of Management, Evanston, IL. 2012

**Consumer Insight Tools**

Kellogg School of Management, Evanston, IL. 2012

**Commercial Management Program**

University of Piura, Lima, Peru. 2007

Executive Certificate for marketing and sales professionals.

**PUBLICATIONS**

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*Handbooks*

“Construye Seguro, Manual para Propietarios” (Building Safe Houses, Owner’s Handbook). Corporación Aceros Arequipa S.A, 2010

[https://www.acerosarequipa.com/download/file/MANUAL\\_PROPIETARIOS.pdf/manuales/archivos/2020-03](https://www.acerosarequipa.com/download/file/MANUAL_PROPIETARIOS.pdf/manuales/archivos/2020-03)

Writer and editor. Developed working for Aceros Arequipa. Objective was to serve as the content of the training program “Building Safe Houses”. Prepared for training families in need of building their own houses. Doing a research, we determined the best graphic design and the type of language to improve target’s comprehension.

“Construye Seguro, Manual del Maestro Constructor (Building Safe Houses, Construction Worker’s Handbook).” Corporación Aceros Arequipa S.A. 2010,

[https://www.acerosarequipa.com/download/file/MANUAL\\_PROPIETARIOS.pdf/manuales/archivos/2020-03](https://www.acerosarequipa.com/download/file/MANUAL_PROPIETARIOS.pdf/manuales/archivos/2020-03)

Writer and editor. Developed working for Aceros Arequipa. Objective was to serve as the content of the training program “Building Safe Houses” and was prepared for training construction workers. Doing a research, we determined the best graphic design and the type of language to improve target’s comprehension.

“Manual de Construcción para Maestros de Obra (Construction Worker’s Handbook).” Corporación Aceros Arequipa S.A. 2010,

[https://www.acerosarequipa.com/download/file/VF\\_AA-AUTOCONSTRUCCION-Manual%20de%20Construccion%20para%20Maestros%20de%20Obra\\_completo.pdf/manuales/archivos/2020-06](https://www.acerosarequipa.com/download/file/VF_AA-AUTOCONSTRUCCION-Manual%20de%20Construccion%20para%20Maestros%20de%20Obra_completo.pdf/manuales/archivos/2020-06)

Writer and editor. Developed working for Aceros Arequipa. Objective was to instruct construction workers in common procedures for building masonry houses.

*Technical Bulletins*

**Construyendo con Juan Seguro (Building with Safety John)** 2007-2019

Periodical developed working for Aceros Arequipa. Published three to four times per year. For training Peruvian construction workers in the process for building masonry house. Explain construction process involved, safety procedures and technical standards. Great success in target segment.

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. June 2007

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-1.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. October 2007,

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-2.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2007

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-3.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. March 2008

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-4.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. June 2008

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-5.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. September 2008

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-6.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. March 2009

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-7.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. July 2009

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-8.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. September 2009

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-9.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2009

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-10.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. March 2010

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-11.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. June 2010

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-12.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. September 2010

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-13.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2010

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-14.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. March 2011

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-15.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. June 2011

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-16.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. September 2011

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-17.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2011,

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-18.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. April 2012

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-19.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. September 2012

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-20.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2012

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-21.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. April 2013

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-22.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2013,

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-23.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. April 2014

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-24.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2014

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-25.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. September 2015

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-26.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2015



<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-27.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. June 2016

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-28.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. August 2016,

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-29.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. November 2016,

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-30.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. Edition 31,

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-31.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. Edition 32

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-32.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. Edition 33

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-33.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. Edition 34

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-34.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. Edition 35

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-35.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. Edition 36

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-36.pdf/boletines/archivos/2020-03>

"Construyendo con Juan Seguro (Building with Safety John)." Corporación Aceros Arequipa S.A. December 2011,

<https://www.acerosarequipa.com/download/file/BOLETIN-CONSTRUYENDO-37.pdf/boletines/archivos/2020-03>

**Construcción Integral (Integral Construction).** 2008-2016

This is a periodical publication with the goal of publishing original civil engineering articles written by specialists in four areas: construction quality, productivity, safety, and sustainability.

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., September-October 2008,

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-1.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., January-February 2009

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-2.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., March-April 2009

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-3.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., May-June 2009

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-4.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., July-August 2009

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-5.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., September-October 2009

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-6.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., January-February 2010

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-7.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., April-May 2010

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-8.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., June-July 2010

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-9.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., August-September 2010

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-10.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., November-December 2010

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-11.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., April 2011

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-12.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., July 2011

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-13.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., April 2012

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-14.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., September 2012

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-15.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., May 2014

<https://www.acerosarequipa.com/download/file/Boletin-Constructcion-Integral-16.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., September 2014

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-17.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., June 2015

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-18.pdf/boletines/archivos/2020-03>

"Construcción Integral (Integral Construction)." Corporación Aceros Arequipa S.A., September 2016

<https://www.acerosarequipa.com/download/file/Boletin-Construccion-Integral-19.pdf/boletines/archivos/2020-03>

## **PRESENTATIONS AND INVITED LECTURES**

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**Multiple Lectures**, "Acero Dimensionado" Aceros Arequipa's Conference, 2005-2017. Responsible for organizing the conference, developing of presentations, and lecturing.

**Multiple Lectures**, "Use of Reinforcing Steel Bars" Aceros Arequipa's Conference, 2003-2017. Responsible for organizing the conference, developing of presentations, and lecturing.

**Multiple Lectures**, "Use of Steel in Construction", "Acero Dimensionado", "Productivity in Construction" Colegio de Ingenieros del Peru (College of Engineers of Peru), 2003-2019.

## **PROFESSIONAL AFFILIATIONS**

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American Marketing Association, 2020-Present

## **LANGUAGES**

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**Spanish:** Native Language

**English:** Advanced Level. TOEFL Exam Score 108

**Portuguese:** Advanced Level.

## **COMPUTER SKILLS**

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**Applications:** Microsoft Office, SAP ERP, Business Object, SPSS, Stata, XMind, Videoconferencing Software.

**Programming languages:** Python, Pascal

## **RELEVANT COURSEWORK**

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**Introduction to Research.** ESAN University. 2020

**Academic Writing.** ESAN University. 2020.

**Statistics for Research.** ESAN University. 2020.

**Microeconomics and Macroeconomics.** ESAN University. 1996.

**Advanced Mathematical Analysis.** Pontificia Universidad Católica del Peru. 1986-1988.

## **OTHER**

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**Running Coach.** Coach certified by the Road Runners Club of America (RRCA). 2020

**Amateur runner.** Marathoner in New York (2015), Berlin (2016), Chicago (2017) and Lima (2018). Multiple 10 Kilometers and half marathon races finished.

**Photographer enthusiast.** Interest for local festivities and landscape photography.

**Music enthusiast.** Especially fond of opera, classical and rock music.

**Plastics and Wood Worker.** Worked with my father's plastic and wood workshop (1978 – 1989).

**Nationality:** Peruvian