

PROFILE

- More than ten years of progressive Optical and Data Networking experience.
- Current sales of US \$ 22M per year.
- Winner of President's Club at Ciena in 2007, awarded to the top 5 % corporate sales achievers.
- Winner of Honor Circle at Ciena in 2005, 2006 and 2007, awarded to the top 15 % corporate sales achievers.
- Member of High Potential Program at Ciena in 2007, membership granted to the top 5% corporate sales achievers.
- Winner of Circle of Excellence at Nortel in 2003, awarded to the top 15 % corporate sales achievers.
- Account Manager with Ciena.
- Product Marketing Manager with Nortel Networks.
- System Equipment Manager with Lucent Technologies.
- Highly skilled in developing excellent relationships with key influential people and to support overall Sales and Marketing objectives.
- Well established relationships with Telmex Network Planning, Engineering and Evaluation Groups.

EXPERIENCE

June 2005 to now: Ciena - Sales

Telmex Account Manager:

Job duties included:

- Develop and implement a comprehensive Sales Method to win consistently even in the most complex and competitive situations by identifying Customer's requirements and needs, determining whether a Business Opportunity exists, assessing my Position in the Sales Campaign, selecting the right Competitive Strategy and aligning myself with the most Influential People in order to close new Bids and win participation in Customer and Market Share contributing to the growth of Ciena.

January 03 to May 2005: Nortel Networks - Optical Network Product Marketing

Portfolio Solutions Manager - Latin America

Job duties included:

- Pre-Sales functions: Responsible for developing a Marketing Strategy in order to introduce new products and new features while helping Sales Team out to implement their Sales Method to close new bids and win participation in Customer and Market Share not only in Mexico but also in Latin America; lead and coordinate virtual teams of professionals from Bids and Proposals, Pre-Sales Engineering, Product Management, Services, Project Managers and Post-Sales Engineering across North America and Latin America when responding RFI, RFP and/or RFQ; develop and deliver Customers multiple proposals; define the scope of Lab and Field Trials; lead and coordinate Virtual Teams of professionals from Pre-Sales and Post-Sales Engineering and Product Management across North America and Latin America in order to complete Trials successfully on a good shape, on time and on budget.
- Post-Sales functions: Look for a Operational Strategy in order to fix any hardware or software Product limitation being the interface between Post-Sales Engineering and Product Management.

July 02 to January 03: Nortel Networks - Sales

Telmex Sales Manager

Job duties included:

- Develop and implement a comprehensive Sales Method to win consistently even in the most complex and competitive situations by identifying Customer's requirements and needs, determining whether a Business Opportunity exists, assessing my Position in the Sales Campaign, selecting the right Competitive Strategy and aligning myself with the most Influential People in order to close new Bids and win participation in Customer and Market Share contributing to the growth of Nortel Networks.

November 00 to July 02: Nortel Networks - Optical Networks Product Marketing

Portfolio Solutions Manager - Mexico

Job duties included:

- Pre-Sales functions: Responsible for developing a Marketing Strategy in order to introduce new products and new features while helping Sales Team out to implement their Sales Method to close new bids and win participation in Customer and Market Share in Mexico only; lead and coordinate virtual teams of professionals from Bids and Proposals, Pre-Sales Engineering, Product Management, Services, Project Managers and Post-Sales Engineering across North America and Latin America when responding RFI, RFP and/or RFQ; develop and deliver Customers multiple proposals; define the scope of Lab and Field Trials; lead and coordinate Virtual Teams of professionals from Pre-Sales and Post-Sales Engineering and Product Management across North America and Latin America in order to complete Trials successfully on a good shape, on time and on budget.
- Post-Sales functions: Look for a Operational Strategy in order to fix any hardware or software Product limitation being the interface between Post-Sales Engineering and Product Management.

April 00 to November 00: Lucent Technologies - Engineering

Post-Sales Engineering Manager - Mexico

Job duties included:

- Provide Technical Support and coordinate the members of the Post-Sales Engineering Team.
- Provide Technical Support to the Pre-Sales Engineering Team when preparing Bids and Proposals.

- Plan and design SDH and DWDM Networks when preparing Bid and Proposals.

January 99 to March 00: Lucent Technologies - Engineering

Post-Sales Engineer

Job duties included:

- Respond RFIs, RFPs and RFQs related with Optical Networking products (SDH and DWDM products) as well as Internal/Outside Plant products for Mexican customers.
- Provide Technical Support to the Pre-Sales Engineering Team when preparing Bids and Proposals.
- Prepare Lists of Equipment of Optical Networking and Internal/Outside Plant products to be manufactured.
- Prepare Floor Plans and Perform Detailed Engineering related with Optical Networking and Internal/Outside Plant products.
- Plan the Site Conditioning based on the Floor Plans (cable racks, fiber protection systems, power cables, fiber optic patch cords, etc.)

June 97 to December 98: Lucent Technologies - Training Organization

Bids and Proposal:

Job duties included:

- Prepare Training Proposals and respond RFIs, RFPs and RFQs in the Mexican Market.
- Schedule Training Course deliveries.
- Implement Training Course deliveries either in Mexico or United States.

Training Specialist

Job duties included:

- Deliver Wireless and Fixed Wireless courses: Certified Instructor in Unix Solaris 2.6; Autoplex System 1000 OMP; Air-Loop System Installation, Operation and Maintenance.

April 96 to May 97: Intersys Group - InterVAN

Installation Coordinator:

Job duties included:

- Design of Data Networks under the Frame Relay and ATM Protocols.
- Design of Data Networks under the TCP/IP, IPX and Apple-Talk Protocols.
- Install and Configure of CSU/DSUs, Hubs, Routers, Firewalls, and Frame Relay Switches.
- Provide Data Networking support to the Sales Team and Customers.

March 95 to March 96: Integración Tecnológica y de Sistemas

Technical Support:

Job duties included:

- Install and tune up Netware and SCO Servers in a Local Area Network.
- Supervise the installation of structured cabling of Local Area Networks (10Base2, 10Base5, 10BaseT, HP100VGAnyLAN).
- Test and Certificate the installation of structured cabling of Local Area Networks (10Base2, 10Base5, 10BaseT, 100BaseT, HP100VGAnyLAN).

EDUCATION

- Executive Program in Leadership, May 2007, London Business School - London, UK.
- Executive Program in Negotiation, November 2006, Georgetown University, Washington, DC.
- Master Degree in Telecommunications Management, April 2000 to December 2000, Instituto Tecnológico y de Estudios Superiores de Monterrey - Campus Cd. de Mexico, Mexico DF (partially completed).
- Electronic Engineer in Digital Systems, May 1990 to September 1996, Universidad Autonoma Metropolitana - Unidad Azcapotzalco, Mexico DF.

COURSES

- Sales 1 Academy; February 2004; Nortel Networks; Chicago, IL.
- Target Account Selling; February 2004; Nortel Networks; Mexico, DF.
- Leadership 1 Academy; November 2003; Nortel Networks; Mexico, DF.
- OPTera Multiservice Edge FNs; August 2003; Nortel Networks; Mexico, DF.
- GFP, VCAT, LCAS and RPR Overview; August 2003; Nortel Networks; Mexico, DF.
- OPTera Metro 5000 FNs; June 2003; Nortel Networks; Mexico, DF.
- OPTera LH DT and CPL FNs; June 2003; Nortel Networks; Mexico, DF.
- OPTera Connect DX FNs; February 2003; Nortel Networks; Mexico, DF.
- OPTera Metro 4000 FNs; December 2002; Nortel Networks, Mexico, DF.
- OPTera Connect HDX FNs; November 2002; Nortel Networks; Mexico, DF.
- OPTera Metro 5000 FNs; June 2002; Nortel Networks; Mexico DF.
- OPTera Metro 4000 FNs; June 2002; Nortel Networks; Mexico DF.
- OPTera LH 1600G FNs; December 2001; Nortel Networks; Mexico, DF.
- OPTera Connect PX Planning and Ordering; August 2001; Nortel Networks; Santa Clara, CA.
- OPTera Connect DX with ASTN Planning and Ordering; March 2001; Nortel Networks; Ottawa, Can.
- OPTera LH 1600G Planning and Ordering; December 2000; Nortel Networks; Miami, FL.
- OPTera Connect DX Planning and Ordering; December 2000; Nortel Networks; Miami, FL.
- OPTera Metro 5000 Planning and Ordering; December 2000; Nortel Networks; Miami, FL.
- WaveStar Optical Line System 400G Application, Planning and Ordering (LW2254); March 2000; Lucent Technologies - LPC; Orlando, FL.
- Dense Wave Division Multiplexing (LTO226M); January 2000; Lucent Technologies - LPC; Miami, FL.
- SDH Standards and Applications (LTT320L); September 1999; Lucent Technologies - LPC; Miami, FL.
- Digital Transmission (LTT210); September 1999; Lucent Technologies - LPC; Miami, FL.

- Optical Communication Techniques and Applications (LTT220L); September 1999; Lucent Technologies - LPC; Miami, FL.
- ITM-SC Operation (TR5965); April 1999; Lucent Technologies - CTIP; Hilversum, NL.
- WaveStar ADM 4/1 Operations and Maintenance (TR5881); April 1999; Lucent Technologies - CTIP; Hilversum, NL.
- WaveStar ADM 16/1 Operation and Maintenance (TR5966); April 1999; Lucent Technologies - CTIP; Hilversum, NL.
- SDH Transmission Products Overview (TR9204); March 1999; Lucent Technologies - CTIP; Orlando, FL.
- Synchronous Digital Hierarchy (TR5951); March 1999; Lucent Technologies - CTIP; Orlando, FL.
- Digital Multiplex System Introduction; March 1999; Lucent Technologies - CTIP; Orlando, FL.
- ATM Principles (LTD930W); December 1998; Lucent Technologies - LPC; Mexico, DF.
- Competitive Analysis & Selling Strategies (NSX221L); October 1998; Lucent Technologies - LPC; Mexico, DF.
- Global Support Services Bids & Proposals Contract/Proposal Writing; March 1998; Lucent Technologies - CTIP; Columbus, OH.
- Global Support Services Bids & Proposals Implementation; March 1998; Lucent Technologies - CTIP; Columbus, OH.
- Airloop System Overview (WA4100); December 1997; Lucent Technologies - CTIP; Mexico, DF.
- Airloop System Overview (WA4100); November 1997; Lucent Technologies- CTIP; Monterrey, NL.
- Installation of Airloop System (WA4101); November 1997; Lucent Technologies - CTIP; Monterrey, NL.
- Operations and Maintenance of Airloop System; November 1997; Lucent Technologies - CTIP; Monterrey, NL.
- PCS Systems with CDMA Minicell Operations and Maintenance (CL3805); November 1997; Lucent Technologies - CTIP; Orlando, FL.
- Autoplex System 1000 Operations Management Platform System Administration (CL3530); November 1997; Lucent Technologies - CTIP; Orlando FL.
- Solaris 2.X System Administration (UC1212); November 1997; Lucent Technologies - CTIP; Columbus, OH.
- Fundamentals of Unix and Shell Programming (UC1070); October 1997; Lucent Technologies - CTIP; Columbus, OH.
- 5ESS-2000 Switch Gateway, C7 and OSPS Operations and Maintenance (ES5541); July 1997; Lucent Technologies - CTIP; Mexico, DF.
- Introduction to Autoplex System 1000 Executive Cellular Processor Maintenance (CL2504B); June 1997; Lucent Technologies - CTIP; Mexico, DF.
- Introduction to Autoplex System 1000 Cell Site (CL2501); June 1997; Lucent Technologies - CTIP; Mexico, DF.
- Autoplex 1000 Architecture Overview (CL1000); June 1997; Lucent Technologies - CTIP; Mexico, DF.
- Installing and Maintenance of Cisco Routers; January 1997; Silvatech; Mexico, DF.
- Advanced Configuration of Cisco Routers; November 1996; Silvatech; Mexico, DF.
- Installation and Configuration of Bay Networks Routers; August 1996; Intersys; Mexico, DF.

KNOWLEDGE

- Ciena Long Haul DWDM Products: CoreStream and CoreStream Regional.
- Ciena Optical Cross-Connect Products: CoreDirector CD and CoreDirector CI.
- Ciena Metro and Regional DWDM Products: CN 4200MC, CN 4200 and CN 4200 RS.
- Nortel Networks Long Haul DWDM products: Optical Multiservice Edge Broadban, Common Photonic Layer, OPTera LH 1600G and OPTera LH DT.
- Lucent Technologies Long Haul DWDM products: WaveStar OLS 400G.
- Nortel Networks Optical Cross-Connects: OPTera Connect HDX, OPTera Connect HDXc and OPTera Connect DX.
- Nortel Networks Metro DWDM products: OM 5100, OM 5200 and OMEA.
- Optical Control Plane: G.ASTN (G.807) and G.ASON (G.8080).
- Optical Control Plane - Signaling and Routing Protocols: OSPF-TE (G.7715), CR-LDP (G.7713.3).
- WSS-based ROADM and Subwavelength Grooming
- Nortel Networks SDH products: TN-1P, TN-1C, TN-16X, TN-64X, EC-1 and Preside AP.
- Lucent Technologies SDH products: TM-1, AM-1, WaveStar ADM 4/1, WaveStar ADM 16/1, SLM 2000 Regen, SLM ADM, LBA, EOW, ITM-SC and ITM-NM.
- Nortel Networks Multi Services SDH products: OM 4100 MSP (formerly TN-4XE), OM 4200 MSP (formerly TN-16XE) and OM 3500 MSP.
- Nortel Networks Next Generation SDH products: Optical Multiservice Edge 6500 and Optical Multiservice Edge 6100.
- Next Gen SDH: GFP (G.7041), VCAT (G.707), LCAS (G.7042) and RPR (IEEE 802.17).
- Optical Ethernet: EoFO, EoSDH, EoRPR (IEEE 802.17) and EoDWDM.
- Internal / Outside Plant products: OCEF, Smart LGX, LGX, Fiber Protection System and DDF.
- Wireless products: Autoplex System 1000 (MSC, Cell Sites, OMP) and Wireline products: 5ESS Switch.
- Fixed Wireless products: Air-loop (CATU, CTRU, STRU, NIU, OMC).
- Data Networking products: Bay Networks Routers; Cisco Hub, Routers, IPX and IGX Frame Relay Switches and PIX Firewall.
- Packet Switching: Frame Relay, ATM and MPLS; Ethernet Bridged, Provider Backbone Bridge, Provider Backbone Bridge with Traffic Engineering, Routing Protocols: RIP, IGRP, BGP and OSPF; Data Protocols: IPX, Netbios and TCP/IP.

COMPUTER SKILLS

- PC Operating Systems: Windows XP and Windows 2000.
- Software Applications: MS-Office 2003.

LANGUAGE

- Fluency in English and Spanish.