

Juan Carlos Braschi Rangel

Unikemia Business Development Director

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Summary

I am a professional with more than 17 year of experience in several industries considering different hierarchical levels. Several years working as consultant developed on me an attitude to solve problems, negotiate and deal with people from different cultures. Some of my expertise areas are: - Business strategy - Corporate finance - Multicultural negotiations - Crude oil and products market analysis, price estimations and forecast. - Marketing Business to Business - Services marketing - SAP Workflow Management and FI modules advanced user. Specialties: Native language Spanish, fluent in: English, French, Italian. German(Basic level). Holder of the Venezuelan, Peruvian and Italian citizenship.

Education

Universidad Nacional Mayor de San Marcos

Ph. D Candidate, Industrial Engineering, 2013 - 2015

Grade: Doctor en Ingeniería Industrial (Ph D. in Industrial Engineering)

Ecole supérieure de Commerce de Clermont-Ferrand

Master of Science in International Business, International Business and Marketing, 2005 - 2007

Grade: GPA 3.58/4.00

Universidad Central de Venezuela

Diploma en Planificación Estratégica, Planificación y Control de Gestión de Negocios, 2005 - 2005

Grade: Diploma

Activities and Societies: This course was part of my training as Planning, Control and Management Supervisor of the Fuel National Market Distribution Division at the Venezuelan Stated Owned Oil Company

Universidad Nacional Experimental de los Llanos Occidentales 'Ezequiel Zamora', Barinas

Economist, Economics and Agribusiness, 1993 - 1999

Activities and Societies: Researcher and professor at the IPIAT

Experience

Director of Business Development at Unikemia

February 2015 - Present (8 months)

As Unikemia's Business Development Director I am the person responsible for prospect, evaluate and discover the executive education needs on potential clients. This work is made based on recognizing soft and hard competences required by our customer's employees to perform efficiently and effectively their jobs, adding value to their companies, peers colleagues, supervised workers and to the society. In Unikemia we are focused in convey high quality education with modern resources as our contents for digital platforms and e-learning, gurus and specialist professionals whom do not have only academic and training experience; they

have also a long and successful laboral experience which allow us to confirm that we are the best education option in latinamerica to train your employees.

Microeconomics and International Business Professor at Universidad Nacional Mayor de San Marcos
August 2012 - Present (3 years 2 months)

As Microeconomics and International Business professor, I transmit my knowledges to undergraduate accounting students and graduated students at the Accounting Sciences Faculty of the Universidad Nacional Mayor de San Marcos, the first university founded in America (in 1551).

Senior Consultant in Economics and Maritime Industry at McQuilling Partners, Inc.
January 2013 - September 2014 (1 year 9 months)

As Consultant in Economics and Maritime Transportation; I contributed to provide market information to different clients around the world, who need to make decisions about energy markets, conveyance markets, with an special focus on regional and global issues which can affect their economic and financial' business performances.

Commercial Manager at Servicios Prenatal S.A.C.
March 2012 - December 2012 (10 months)

As Commercial Manager, with my team, I develop the whole strategic plan for the company. But going far from there, I must supervise its execution and fulfilment according to the business concept and strategic intention of Prenatal which is become the first maternity and lactation one-stop-center. This, also, considers develop the market for the Améda lactation products brand in Latin America..

Director and Advisory Council Honorary Member and Professor at Instituto Venezolano de Gerencia (IVG)

May 2010 - May 2012 (2 years 1 month)

As Advisory Council Honorary Member at the Instituto Venezolano de Gerencia I contribute to conceive, develop and materialize the strategic policies to keep the Institution as a real competitive option in the executive training Venezuelan market, based on our value proposal: Quality executive training, pragmatic and really adapted to Venezuelan and LatinAmerican context.

Business Director and Senior Consultant at Instituto Venezolano de Gerencia (IVG)
May 2010 - March 2012 (1 year 11 months)

As Business Director at the Instituto Venezolano de Gerencia (Venezuelan Management Institute). I prepare, plan and coordinate the institute business strategy in order to fullfill our key accounts executive training requeriments based on tailor-made value proposals that really satisfy our clients requests. Our expertises are concentrated to train people in the following areas: Human Resources Management, Finances, Marketing and Sales, Coaching and other management disciplines.

Professor of the Management Sciences Graduate Program at Universidad Central de Venezuela
September 2008 - March 2012 (3 years 7 months)

Professor of several subjects as: Marketing Business to Business; Strategic Marketing and Services Marketing at the Universidad Central de Venezuela (UCV) Business Marketing Graduated Specialized Program.

1 recommendation available upon request

Strategic Planning and Communications Director at LaTele Television

2010 - 2011 (1 year)

As Strategic Planning and Communications Director at LaTele TV, with my team, we were responsible for the developing and execution of the whole strategy of the TV channel, considering several advertising platforms, such as Internet, radio, outdoor advertising, etc. This implied to negotiate best tariffs and promotion packages for clients (announcers) and a constant control of the rating, share and other business ratios or indexes.

Senior Consultant in Strategy and Corporate Finance at Expertia Consulting Group

September 2008 - May 2010 (1 year 9 months)

As Senior Consultant in Strategy, I was devoted to manage, plan and execute different projects regarding long term steering for BU (business units) and Corporations. This implied to prepare Balanced Scorecard, strategic marketing plans and projects to determine economic value levers for those clients among other consulting services related with organizational and business models.

Oil Specialities and Freight Cost Analyst at Petroleos de Venezuela S.A.

May 2007 - September 2008 (1 year 5 months)

Responsible for oil specialities, as LPG and fuel oil, market analysis, freight cost estimations and forecast

Downstream Planning Analyst at BP Refining and Petrochemicals GmbH-Bochum Germany

September 2006 - March 2007 (7 months)

Responsible for crude oil supply coordination from Venezuela to Germany, demurrage analysis and negotiation of oil yield pricing.

Local Market Management, Planning and Control Supervisor at Petroleos de Venezuela S.A.

September 2004 - October 2005 (1 year 2 months)

Responsible for the following activities: - Quality systems implementation and certification in facilities and processes - Budget controlling and supervision - Internal control management - Oil supply process from refineries to trucks filling stations. - Special investment projects.

Internal Control Leader at Petroleos de Venezuela S.A.

March 2003 - August 2004 (1 year 6 months)

Responsible for financial area rules and procedures compliance. Travel expenditures monitoring and SAP security management.

Skills & Expertise
Management Consulting

Strategy
Business Strategy
Management
Analysis
Leadership
Strategic Planning
Negotiation
Spanish
Supply Chain Management
Marketing Strategy
Project Planning
Market Analysis
Coaching
Marketing Management
Marketing
International Business
Logistics
Business Planning
Budgets
English
B2B
French
Market Research
Team Leadership
Change Management
SAP Workflow
SAP FI/CO Configuration
Economics
Consulting
Sales
Project Management
Finance
Training
Business Development

Honors and Awards

French Government Scholarship Holder 2005-2007; just 15 scholarships were granted among 180 applicants per year.

Interests

Marketing Business to Business, Business Strategy and Book Editions

Honors and Awards

French Government Scholarship Holder

Edufrance

October 2005

The French Government Scholarship; were a limited serie of graduate students and researcher's scholarships, these latter were issued by the former French Agency for Educational Cooperation Edufrance (today known as Campus France) ... Just 15 scholarships were granted among 180 applicants per year.

Languages

Spanish	(Native or bilingual proficiency)
English	(Full professional proficiency)
French	(Professional working proficiency)
Italian	(Limited working proficiency)
German	(Limited working proficiency)

Publications

Marketing B2B

Facultad de Ingeniería Industrial de la Universidad Nacional Mayor de San Marcos/ Universidad Nacional Mayor de San Marcos Industrial Engineering School May 4, 2014

Authors: Philippe MALAVAL, Christophe BENAROYA, Juan Carlos Braschi Rangel

This book covers integrally different aspects regarding "business to business" marketing; this implies: Projects marketing, industrial services marketing, clients fidelity and long term relationship building, use of training as a long-term mechanism relationship building, buying marketing and other subjects./Este libro cubre integralmente distintos aspectos sobre el marketing "business to business", esto implica: Mercadeo de proyectos, mercadeo de servicios industriales, desarrollo de la fidelidad y de relaciones a largo plazo con los clientes, mercadeo de compra, entre otros temas.

Volunteer Experience

Translator at Operation Smile International

Rural communities coach at IPIAT - Instituto de Planificación Agrícola Tropical

April 2002 - Present (13 years 6 months)

As rural communities coach I collaborated with several farmers cooperatives to improve their production processes and to estimate with a more accurate system all their production costs in order to place them in a more advantageous position to deal with their crops buyers.
