

ARTURO SAN VICENTE

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EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA 06/2018
Master of Business Administration, Digital Strategy

- Won entrepreneur competition building product UX/UI and pitching idea to rethink the automotive shopping experience in augmented reality through SaaS platform
- Researched primary and secondary data to understand customer behavior and proposed experience marketing strategy for apparel retailer RVCA to enter a new market
- Developed case study on GE's strategy to become a digital industrial company

Instituto Tecnológico y de Estudios Superiores de Monterrey, Monterrey, MX 12/2010
Bachelor of Arts, Marketing

- Advertising and buyer behavior course in Cambridge, MA (Harvard University)
- International Experience Program in Argentina (Universidad de Belgrano)

EXPERIENCE

NEORIS (Technology Consulting), Monterrey, Mexico 03/2013 – 08/2016
Digital Transformation Strategy Consultant (11/2015 – 08/2016)

Spearheaded Global Practice selling multiple projects worth \$750K of revenue and 44% gross margin in first 6 months, leading multiple teams and defining digital customer centric strategy

- Defined strategy and roadmap for digital end to end solution that included GPS tracking and predictive data analytics to digitalize customer experience that led to a \$1.5 M deal
- Analyzed customer data, led design thinking workshops, and managed user experience designers and engineers to build mobile, smart watch and analytics concept prototype
- Developed business case and redesigned processes that created efficiencies in working capital, saved 30 minutes per delivery and flattened peaks and valleys in demand

Marketing and Strategic Alliances Manager (03/2013 – 11/2015)

Managed marketing team for Mexico territory and US \$200K budget, reporting to CMO and COO, collaborating with sales directors and partners to execute go to market strategy

- Defined the company's digital strategy, redesigning the global website, implementing content marketing and lead scoring system that generated a 1 to 10 MROI in first year
- Liaised strategic partnership with SAP by collaborating with pre-sales activities in key accounts, growing software license sales from \$250K to \$2.1M in 1 year
- Co-sponsored SAP CMO Summit, a client retreat and networking event hosting Mexico's top CMOs and inviting Mexico's Facebook CEO and Sailing Olympian Marcus Baur

COME STAI, Hermosillo, Sonora 06/2012 – 03/2013
Owner and General Manager

Launched a restaurant business venture managing operations, recruiting, marketing and finance

- Developed business plan, branding, social media campaigns, content for website and blog, as well as live music events that led to a 72% annualized growth in revenue

CEMEX, Monterrey, Mexico 12/2010 – 12/2011
Innovation Analyst

Led Innovation Department's internal communications for \$15 billion multinational company to transform workplace into a culture of collaboration through an employee social network platform

- Conceptualized and distributed internal digital and physical marketing materials that led to 80% employee adoption in first year, connecting 40,000 employees in 50 countries

ADDITIONAL INFORMATION

- **Skills:** Design Thinking, Advanced Power Point and Excel, Adobe Suite, and Tableau
- Featured in Forbes as top talent for accomplishments in CEMEX innovation team