

## **JUAN PABLO URIBE PADILLA**

Industrial Engineering, Degree: Master of Business and Administration

19 April 1985, Married.

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### ***PERSONAL PROFILE***

Industrial Engineer, with more than seven years of experience in Casino industry. I Combine strong analytical skills with business knowledge to positively contribute to organization's bottom line. I have developed work methodologies and profitability strategies for Slots and Marketing. I am a professional with strong managerial and communication skills and adaptability to different work environments. I am focused on achieving success as an individual as well as part of the team.

### ***WORKING EXPERIENCE***

#### **SUN DREAMS: SLOT MACHINE DIRECTOR - CHILE**

Casino Department

Period: September 2013 – to date.

Principal Functions:

- Profitability of the slot machines, for Sun-Dreams Chilean Casinos: Iquique, Temuco, Valdivia, Puerto Varas, Coyhaique and Punta Arenas.
- Negotiation with suppliers for annual purchases up to US\$ 5 million.
- Development of value propositions for the improvement of the operation in Casino's according to customer segments.
- Development and implementation of internal audits based on the standards of the local gaming board (SCJ - Superintendencia de Casinos de Juego).

#### **SUN DREAMS: PUERTO VARAS COMERCIAL DIRECTOR - CHILE**

Marketing Department

Period: June 2012 – August 2013

Principal functions:

- Responsible for direct marketing functions, promotions and advertising as well as local market studies.
- Management of annual marketing budget US\$ 1 million.
- Responsible for analyzing and creating optimum market entry strategy.

**SUN DREAMS: PROCESS ENGINEER**

Process Department

Period: August 2010 – May 2012

Principal functions:

- Responsible for the development of economic index measurement systems for Casinos, Hotels, and Food & Beverages.
- Responsible for updating the equipment and applications that support the processes of the organization.

**EDUCATION****PONTIFICIAL CATHOLIC UNIVERSITY OF CHILE:**

Period 2017 – 2018

Postgraduate Degree: Master of Business Administration

**DE LA FRONTERA UNIVERSITY – TEMUCO – CHILE**

Period 2003 – 2009

Career Studied: Industrial Civil Engineering.

**DE LA SALLE SCHOOL – TEMUCO**

Period 1988 – 2002

**CURSES AND ACTIVITIES****SLOT PERFORMANCE ANALYSIS – William T. Dunn.**

International Gaming Institute, University of Nevada, Las Vegas.

August 2014

**SLOT MACHINE ACADEMY – Lucien Wijsman.**

Sun – Dreams Casino Temuco

July 2012