

CURRICULUM VITAE

Hugo Reinaldo Herrera Delgado

January 7, 1972 (42 years old) Married
Avenida La Limpia, Maracaibo, Zulia, Venezuela
(0426) 469 4826
hherrera29@hotmail.com



Experiencia Laboral

SALES MANAGER. AVA INGENIERÍA, C.A.

Feb. 2014 – Present (5 Months and 15 days) Maracaibo

Responsible for the implementation of the master plan of the sales of the organization. Tracking and control of the budget month to month. Control of changes in the structure of Human Resources. Monitoring and Control of the sales force. Administration of corporate accounts, among others. Our suppliers: Rockwell Automation, Schneider, Roxar, Wondaware, among others. My staff: 12 people. Reported to: Chairman.

<http://www.avaoccidente.com/>



GENERAL MANAGER. MOVITEL, C.A.

May 2013 – Jan 2014 (8 Months and 15 days) Maracaibo

Responsible for conducting the annual master plan, budget and strategic plan, operational sales organization. Tracking and control of the budget month to month. Monitoring and control of the accounts payable, receivable and sales force. Administration of corporate contracts, follow up to the national and international purchases. Management of management indicators, cash flows, VPN, balance sheets, profit and loss statements (NIF), ROI. My staff: 12 people. Reported to: Chairman.

<http://www.movitel.com.ve/>



IT MANAGER & STRATEGIC PLANNING MANAGER

CARBONES DEL GUASARE. MINERIA.

Nov. 2009 – Abr. 2013 (3 years and 6 months) Maracaibo

Responsible for ensuring the correct operation of the platform for voice and data. Administration of service contracts such as trunking radio, Citrix Platform, security and support, Telephony and ERP Platform, among others. Creation of the whole corporate budget in synchrony with the management of finance. Monitoring and Budgetary Control. Tracking and Control of projects according to the methodology PMBOK of the PMI. Responsible for the entire Organization and Methods. Creation of strategic and tactical plans that contribute to systematic and continuous of the vision of the organization, BSC, among others. Focus on maximizing the profits to the shareholders. My staff: 23 people. Reported to: Chairman.

<http://www.guasare.com/>



SALES MANAGER. COMERCIALIZADORA AYED. (MASSIVE CONSUMPTION)

Nov. 2008 – Oct 2009 (1 year) Maracaibo

Mainly functions of strategic advisor and commercial. Creation of the Sales Plan. Objectives, targets and performance indicators. Control and follow up on the sales. On-site visits. Executive Reports to the Chairman. Planning of sales programs. Budgetary Control. Support in the evaluation of financial statements of profits and losses. Check inventory control and warehouse. Control of KPI's for products with a lower index of rotation and high turnover rate, among others. My staff: 4 people. Reported to: Chairman.

IT COORDINATOR. CARBONES DEL ZULIA. MINERIA.

Abr. 2007 – Oct. 2008 (1 year) Maracaibo

Elaboration of the plan of information technologies. Advise the executive level in technologies of information and avant-garde communication, formulate and controlling technological projects, assign and distribute the correct way of computing resources and communications available in the organization, establishing policies and procedures for the maintenance and management of voice and data networks in the organization and the Internet service, to ensure the security and protection of information of the computational system, among others. My staff: 2 people. Reported to: Chairman.



PLANNING ANALYST. CARBONES DEL ZULIA. MINERIA.

Mach. 2004 – March. 2007 (3 years) Maracaibo

Develop the Master Plan of the company and perform control and monitoring of all projects. Control and Monitoring of projects based on PMI methodology. Perform market intelligence. Produce executive reports on the health of the ongoing projects and to implement. Budgetary control of the organization. Cash Flow, cash, financial balance sheet, profit and loss statement. Market studies. Reported to: Management Planning. <http://www.carbozulia.com.ve/>



SUPPORT ANALYST. PDVSA. PETROLEO

Mar. 2003 – Feb. 2004 (1 año) Maracaibo

On-site Support for hardware and software problems. Monitoring and control of support activities. Updating of inventories. Ensure compliance with the policies for the protection of information assets. As part of the team of organization and methods for the development of new policies for the protection of information assets of the industry. Reported to: Management of AIT. <http://www.pdvsa.com/>



CONSULTANT. ACM GROUP

Nov. 2001 – Feb. 2003 (1 year and 4 months) Maracaibo

Design and implementation of platform Help Desk and Call Center. Reengineering business processes. Optimization of manuals and policies of corporate procedures. Implementation of a Help Desk solutions for Mexican Satellite (2003). Modification of procedural manuals of Aeropostal Alas de Venezuela. (2002). Project leader of a ERP implementation in the Metropolitan Hospital in Quito. Creation of operations manuals Citrix Metaframe CANTV (2001). www.acmgrp.com



Estudies

- **Universidad Rafael Belloso Chacín. Magister in management of industrial projects.**
Entitled in August 2009. Average: 9.25/10
- **Universidad de los Andes. Systems Engineer operations research.** Entitled in November 2009. Average: 7.4/10

Knowledge.

Advanced Management of the Office software suite, intermediate Database, expert in logic programming, intermediate knowledge in networks and communication protocols, Designs of CRM and ERP applications. Excellent domain of enterprise applications. Handling of the Microsoft Project, general knowledge of SAP R3. I have high capacity to develop oral presentations effectively. Excellent budget management. Financial knowledge and trained to create and interpret management indicators. I'm an excellent negotiator and motivator.

Courses taken.

Leadership, specialization in Computer Security, Negotiation and Conflict Management, Project Planning and Control, Formulation and Evaluation of Projects, Fast Track Power Builder, Certification in Help Desk by Frontrage Solutions, Sales, Management and control of the business processes, among others.

Referencias

Ana Lilia Sandoval C. HR Manager of Carbones del Guasare.
e-mail: asandoval@carbozulia.com.ve. Phone number: 0416 6611971