

Luis Serpa

Objective

To obtain an executive position within a creative and challenging company where I can leverage my strong leadership skills.

Qualifications

Innovative, award-winning executive with 15 years of solid background experience in **information technology, software development**, and **marketing**. Excellent communication skills; effectively assesses client needs, engages in proactive problem solving, and manages both creative and technical teams. Proven ability to negotiate and deal successfully across cultural boundaries. Diverse strengths include:

- › Account Management
- › Client Relationships
- › System Engineering
- › Art Direction & Creative Concept
- › Strategic Planning
- › Project Management
- › Information Design
- › Programming
- › Business Development
- › Process & Marketing Analysis
- › Writing & Graphic Production
- › Database Administration

Professional Experience

Branch Director, MARLIN (www.marlin.com.br)

2002-2005

Managed the company's São Paulo, Brazil office, with responsibility for prospects, opportunity identification, customer relationship management, and coordination of development teams. Achieved income's growth of more than 500% on the first 2 years, using the follow strategies:

- Forecast and planned strategies to grant return on investment (ROI) on electronic solutions and websites.
- Successfully managed client's division budgets exceeding \$600,000 per year.
- Defined evolution of website look and feel as well as enhancements in functionality and navigability.
- Determined client website language style and media approach based on branding and divulgation goals.
- Effectively managed a team of 20 full- and part-time employees, motivating team members and maintaining a high level of morale.
- Negotiated and communicated with internal and external departments and multiple contractors to ensure on-time delivery of components.

Additional experience as IT Director, Project Manager, Account Manager, and Marketing professional. See at <http://www.lserpa.com>.

Key Projects

SANTANDER BANESPA BANK GROUP (www.santander.com.br / www.banespa.com.br)

Challenge › Needed to implement technological reforms and increase profits from its website. Goals included improving staff knowledge of web technology solutions, managing daily operations of multiple sites and technologies, developing new projects, and increasing website revenues.

Results › Recognized for the achievement of all divisional goals through superior team building, collaborating, and negotiating among multiple departments. Revised and renewed all technological architecture within 8 months. Devised, developed, and initiated eight new business opportunities; planned and implemented 22 projects in 12 months. Increased website revenues by 50% during the following year.

SUPERMERCADOS ZONA SUL (www.zonasul.com.br)

Challenge › The goal was to deliver the same level of efficiency / profitability as a traditional store location while facing a market composed of global companies, including the country's top two competitors. Strove to create a business model where even customers with few computer skills would be attracted to the on-line store.

Results > Solution was acknowledged throughout the industry as the best e-commerce site for this segment in the country. Operation's monthly revenue grew to equal that of **two** physical stores and the website was twice awarded the TOP3 iBest Prize.

FOLHA DIRIGIDA GROUP (www.folhadirigida.com.br)

Challenge > The group had several existing websites, with large discrepancies in target, mission, visual content, and technology, and multiple independent marketing strategies. The several isolated technical environments caused significant maintenance problems. The company's goal was to develop a profitable Internet business model to apply on all websites of the Folha Dirigida Group.

Results > Gained more than 2 million subscribers in just 24 months, with 160,000 new users on day one of the new product launch. Developed and implemented a profitable business model, turning a high-cost venture into a revenue generator. Won the iBest Prize (2004), Brazil's most prestigious Internet prize.

NATIONAL LIBRARY OF BRAZIL (www.bn.br)

Challenge > Change from a business model of "Legal Deposit" to one of "Knowledge Research". Assemble a 9 million items database and devise a workaround for many restrict services with old and unused methods and procedures.

Results > The website was recognized from various students and researchers as a complete tool to spread knowledge. Raised 10 times the on-line services demand and Won the iBest Prize (2003).

Awards

- > *Colunistas* Prize, **Ad Campaign on Magazines**, for conception and production of restaurants ads.
- > *Colunistas* Prize (Bronze), **Art Direction and Photography**, for conception of posters for a university.
- > ECT Stamp, *Brazilian General Post Office Agency*, and the official confirmation of the inCEP Software, for the analysis, programming, and visual interface of a Zip Code **Search Engine Solution** on CD.
- > TOP 3 iBest prize in **Bank & Finance** category for an investment-related website.
- > Two-time recipient, TOP 3 iBest prize on the category **B2C E-Commerce** for a supermarket website.
- > iBest prize, **Art & Education** for the national library website.
- > iBest prize, **Media** for *Folha Dirigida Newspaper* website.

Technical Expertise & Certification

- SQL-Server 6.5, 7.0, 2000; Oracle 8i; Visual Basic 4.0, 5.0, 6.0; .NET; ASP; ASP.NET
- Cold Fusion 3.0, 4.0, 4.5 e MX; Html/Dhtml; JavaScript; VbScript; XML; XSL; XSLT
- Microsoft BizTalk; Microsoft Commerce Server; Internet Information Server (IIS); Windows 2000 Server
- IBM Websphere; Erwin 4.0; Macromedia Flash; PhotoShop
- MCSD - Microsoft Certified Solution Developer
 - 70-100 - Analyzing Requirements and Defining Solution Architectures
 - 70-175 - Designing and Implementing Distributed Applications with MS VB 6.0
 - 70-176 - Designing and Implementing Desktop Applications with MS VB 6.0
 - 70-229 - Designing and Implementing Databases with Microsoft SQL Server 2000
 - 70-028 - Administering Microsoft SQL Server 7.0
 - 70-029 - Designing and Implementing Databases with Microsoft SQL Server 7.0

For more detailed information please visit <http://www.lserpa.com>

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