JUAN MARTIN FREILE

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EDUCATION

Bachelor of Commerce   *Sept. 2011 – May 2015*
Sauder School of Business, University of British Columbia, Vancouver, BC, Canada
- Specialization: Organizational Behavior & Human Resources Management + Sustainability Concentration
- Relevant courses: Negotiation for Leaders, Strategy and Integrated Decision Making, Improvisation for Leaders, Logistics & Operations Management, Sustainable Development, Management Information Systems

Exchange Student   *Sept. 2013 – Dec. 2013*
Università Commerciale Luigi Bocconi, Milan, MI, Italy
- Relevant courses: Business Strategy, New Product Development & Open Innovation, Strategic Management SMEs

WORK EXPERIENCE

RAPPI, Quito, Pichincha, Ecuador   *June 2020 – October 2020*
Key Account Manager - CPGs
- Increased sales for 10+ of Rappi Ecuador´s most important "ally companies" within the consumer-packaged goods segment (Groceries, Pharmacies and Liquor Stores) through the development of sales strategies, combos, and campaigns that incentivized higher-value and more frequent purchases of products across the entire segment
- Hunted and onboarded 14 newly acquired "ally companies" onto the company´s portfolio of offerings – in Quito and Guayaquil by prioritizing the company´s needs in different geographic areas in order to provide a full offering of products – and then receiving/uploading the required documentation to display the stores and products

MYNKANA, Quito, Pichincha, Ecuador   *April 2017 – June 2020*
Co-Founder, CEO & Head of Account Management
- Co-Founded (from idea to reality) a market research company that uses crowdsourcing to collect information at much faster (30% time) and cheaper (70% price, 40% cost) than traditional companies
- Established, strengthened and maintained client relationships with 35+ companies in the consumer-packaged goods industry (CPGs) – ranging from multinational corporates like McDonalds, Arca Continental, Moderna Alimentos to small and medium sized companies like Farmaenlace, Reylácteos, ICESA, Café Minerva, Kaarú or TippyTea
- Developed and successfully deployed commercial strategies that led to over $115,000 (USD) in sales – by acting as a trusted advisor to trade marketing (and other senior-level) executives who were looking for innovative solutions that could help grow their businesses with limited resources (in terms of distribution & productive capacity)
- Started a data-driven company culture where all company decisions were made based on numerical evidence that elicited from the monitoring of our most important performance indicators (between sales, profitability & impact)
- Created a mobile application that has been running for 24 months, and now has more than 23,000 registered users connected all around Ecuador´s provinces. We are the only market research company with instant access to information from the Galapagos Islands, the Amazon, the highlands, and the country´s largest cities– simultaneously
- Received international recognition: Best Startup in Ecuador (Grupo Ekos, 2018), #2 Best Retail-Tech Startup (Latam Retail Show Sao Paulo, 2019) Best Retail-Tech Startup in Latam (Innovation Awards LATAM, 2019), #23 Most Innovative in Latam (Innovation Awards LATAM, 2019), Best Startup in Ecuador (Seedstars 2019)

Korn Ferry International, Vancouver, BC, Canada   *Oct. 2015 – April 2017*
Research Associate, Technology Practice
- Analyzed and delivered market intelligence for a strategy consulting firm that focused their consultancies on identifying top talent around the world and on how to "close them" into new roles in companies going through a technological transformation (i.e. going digital, becoming data-centered, or offering new branches/services)
- Generated creative research strategies that allowed for fast-paced, yet exhaustive market analyses on best practices in multiple industries for 28 different consultancy projects that were priced between $180K - $2M (USD) each
- Acted as an integral member of a cross-functional team that ranged from entry-level analysts to Senior Client Partners and Clients – all of which presented their own recommendations, requirements, and strategies to provide with the best possible solution / candidate for the situations presented
- Consulted for corporate clients including Hewlett-Packard Inc. (& Enterprise), Hootsuite, Symantec, and multiple others through a systematic process that consisted of in-depth market analyses that covered all the potential companies/strategies where we could source from (MECE) followed by the creation of position-specific candidate lists, which then became shortlisted and contacted by my senior teammates: Amie Chu or Mike Mitchell (Partners)

SKILLS & INTERESTS

Fluent in English & Spanish + advanced in Italian   Fellow of the Kairos entrepreneur society
Currently taking a Data Analytics for Strategic   Received training in Design Thinking by
Decision-Making course (Excel, MySQL & Tableau)   Alexander Grots (IDEO Germany)
offered by Duke University & Coursera   Licensed Open Water Diver