
PROFESSIONAL EXPERIENCE

Car-B. First Car Sharing Co in Colombia. Founder - CEO. 2016 - up to now

- Developed the Business model and Business plan, established go to market strategy, negotiated key alliances for the operation and secured the necessary financial resources.
- The company has been operating since August 2017 with more than 2,500 active users and 45 cars. Secured two rounds of financing for operation and growth.
- Managed to consolidate a fleet of electric cars to operate on the platform and the installation of a charging network for cars by allies such as Enel and Grupo Éxito.
- Led alliances with SEAT, Grupo Suramericana, Bancolombia, Citiparking, Uni-Javeriana, MTS, Nissan, among others.

Banco Interamericano de Desarrollo BID. BP Consultant October 2017 - September 2018

- Formulating and supported business plans formulation of initiatives located in Post-Conflict areas.
- Led the identification of potential projects to be financed by the Funds created to promote development in areas affected by the armed conflict.

**SDL Colombia y Evensen Dodge. Consultant to infrastructure project structuring
February 2015 - September 2015**

- Led the Spanish company SDL's business plan implementation for the Colombian market, to structure, finance and develop projects close to the new infrastructure expansion in the country.
- Identified and structured potential PPP projects for several public Colombian institutions to be financed by the global development alliance signed between Evensen Dodge, USAID and the Colombian Government.

**National Development Finance Corporation - FDN. Senior Director of Strategic Relations
2014 -2015**

Manages FDN's relations with private and public stakeholders, multilateral agencies and development banks, as well as national and international financial institutions.

- Led the technical assistance project worth USD 500K with the World Bank to develop and implement a capital markets debt structure.
- Structured the project preparation fund for FDN and secured its seed capital of 400K from IADB.
- Defined FDN's sustainability policy and S&E implementation system and achieved their approval, which was a prerequisite of IFC's capitalization of the Corporation in over USD \$120 Mll.
- Closed strategic alliances and MOUs with Ministry of Transport, The National Logistics platform, USAID, US Treasury Department, Sumitomo Bank, JBIC Japan, Proparco France, EDC Canada and all Colombian institutional investor associations.

**National Infrastructure Agency Senior Advisor to Planning and Operations Vice-
Presidents 2012 - 2013**

- Led the strengthening of the Agency´s new role with private and public stakeholders in Colombia and achieved to attain 8K million pesos budget to implement the initiative.
- Headed the development of a new infrastructure cost index in alliance with the National Statistics Agency.
- Structured and improved processes to supervise and manage the environmental, social and land information system of the Agency's 30 most important PPP concessions in O&M phase.
- Created the team-building initiative within the Agency's organizational change program, optimizing the concessions monitoring and control processes with 40 multidisciplinary working teams.

Urbia Innovación Urbana L.L.P. Co-Founder/ President 2008 - 2012
Company focused on urban regeneration real state sustainable developments.

- Headed the negotiations with local public entities and civil organizations, and worked directly with the city-planning department to obtain its support.
- Promoted and raised the necessary capital to structure two large size mixed-use redevelopment projects in Bogota, worth more than USD \$1.000 Mll.
- Perfected the technical, legal and financial structuring of urban regeneration projects for diverse clients, such as real state investment funds and local developers.

Private Competitiveness Council Senior Consultant 2007 -2008

Identified both public and private barriers, which hold back the national productivity of the Construction industry, and formulated proposals to be implemented by the Government, as part of the national real estate industry competitiveness study. As a result the Ministry of Housing changed some regulations, which helped the current government establishing real estate as one of the three main drivers of national development.

Integra Seguridad S.A. President 2004 -2006

- Reported to the Board of Directors and led the seven executives of the company, which provided alarm-monitoring services for businesses, with USD \$5Mill in annual sales and over 190 employees nationwide.
- Accomplished the reduction of firm losses in more than USD\$ 500K, while improving service, maintaining the client base, and modernizing company's IT.
- Stabilized the company financially and operationally to maximize shareholders value before looking for suitable acquirers.
- Led a successful ownership changeover, minimizing liabilities concerning legal, labor and tax contingencies.

Latin American Association of Environmental Economists. Founder/ Executive Director 2001 -2005

- Raised the financial resources required (US\$ 100K) for financing two congresses in Colombia and Mexico with Multilateral Organizations (IDB and the World Bank)
- Established key alliances with North American and European associations to expand network of LA based professionals.

Colombian Ministry of the Environment. Advisor to the Vice-minister 2000 -2003

- Headed the negotiation of Green Markets Strategic National Plan with national stakeholders and directed its implementation.

- Defined the Colombian proposal on Sustainable Goods & Services, presented at World Trade Organization Doha Trade Round. The proposal's originality resulted in invitations to speak at regional events related to Trade and CSR.
- Developed the Green Label National Program, and was accountable for its planning and design as well as for establishing the national certification system configuration. Supervised a team of 4 economists and engineers.

Environmental Protection Agency for Bogotá UNDP Economic Advisor 1999 -2000

- Carried out the cost benefit analysis of Bogotá's water treatment project contract, which allowed the city to save more than USD \$40 Mill in renegotiations with the concessionaire.
- Completed the cost-benefit analysis of Bogotá's densification vs. expansion, resulting in policy recommendations.
- Determined the Environmental Economic Instruments to be implemented with the city's development plan.
- Created the Environmental Excellence Program -PREAD-, which has been a success and continues to be a flagship event of the Agency today, giving public recognition to companies that excel in Corporate Social Responsibility.

Lupien, Rosenberg et Associes Consultants. Project Manager 1996 -1997

- Developed the ready-mix concrete industry environmental best practices guideline, which was adopted as guideline in rest of the country.

EDUCATION

MBA. Columbia Business School (CBS) and Walter Haas School of Business Certificate in Entrepreneurship. Walter Haas School of Business.	2010 -2012
Joint Masters in Environmental Economics. Los Andes University/ University of Maryland	1995 -1996
Economist. Los Andes University.	1989 -1995

ADDITIONAL INFORMATION

- Native Spanish; Fluent in English; Conversational German;
- Co-Chair of the Columbia CBS Alumni Association in Colombia