

Julio G. Martinez-Clark

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EDUCATION

Western New England College

- MBA (Master of Business Administration), Springfield, MA, September 1999.

Santo Tomas University

- BSEE (Bachelor of Science, Electronics Engineering), Bogotá, Colombia, August 1995.

PROFESSIONAL SKILLS

Consulting

- Member of the Complex Solutions team of the former Lucent Technologies' NetworkCare Professional Services organization (now Lucent Worldwide Services org.).
- Experience in researching and analyzing clients' existing LAN/WAN infrastructure and proposing new and enhanced software and hardware products for added functionalities.
- Experience in the development and integration of complex networking environments.
- Leadership and mentoring experience, which included providing technical leadership on networking integration projects and support to junior engineering staff.
- As a member of SCORE, provided business knowledge and experience to more than 50 entrepreneurs starting small business or looking to expand existing ones.
- Assessment of current IT practices at recommendations for the implementation of Best industry practices at Johns Hopkins University Division of Cardiology's IT Group.
- Recommendations on best practices for the recording of educational content at Johns Hopkins University's Division of Cardiology
- Recommendations on the selection of a Vendor Neutral Archive (VNA) imaging solution for Johns Hopkins University's Trinidad and Tobago Program.
- Assessment of the economic impact of road traffic deaths in the MENA (Middle East & North Africa) region for the World Bank through Johns Hopkins University.

Sales/Marketing/Business Development

- Utilized telecommunications and business skills to provide first level technical sales and business support to Lucent Technologies' business partners (distribution channels) sales executives in the Caribbean & Latin America (CALA) region.
- Market development of dial access, Broadband xDSL, and services offers in the CALA region, providing effective sales and marketing strategies.
- New market creation by bundling Lucent Technologies' products and services to tap into the multi-dwelling (e.g. hotels, apartment buildings, residential communities) broadband market by providing customers with revenue generating telecom solutions.
- Responsible for the Lucent Technologies' CALA Business Partner program success, by providing new partners with portfolio overview presentations, business plan approvals, services capabilities assessments, and all type of activities related to signing-up new partners and maintaining a successful long-term partner-vendor relationship.
- Regional account management and strategic alliances experience (Lucent-SUN, Lucent-IBM, Lucent-Equant).
- Marketing offers and promotion creation experience.
- Sales presentations, and request for proposals (RFPs) preparation experience.
- Increased sales by 10% while being an Account Executive for Microbit Comunicaciones.
- Expanded the market of the innovative EFI-X product (www.efixna.com and www.efixlatam.com) in the Americas region by creating an effective go-to-market strategy, a channel program, a marketing plan, and an extensive distribution network.

Research

- Researched and analyzed market leader Business Partner programs and helped formulate strategy for Lucent Technologies' CALA Business Partner program.
- Researched and analyzed the Dial Access and xDSL market in CALA and formulated strategy to tap the market through Lucent Technologies' Business Partners.

- Prepared business plan for LatinNetRadio.com as part of the MBA's final project.
- Selection and analysis of telecommunications products from a variety of international vendors to be represented by Microbit Comunicaciones (a leading system integrator in Colombia)
- Prepared an undergraduate dissertation to prove how air bubbles can be measured in fresh concrete using optical technologies.

Project Management

- Technical project manager for Lucent Technologies for the deployment of Spain's Telefonica's IP services network in Colombia; a \$1M national network using complex IP routing technologies and equipment.

Product/Program Management

- Dial access, broadband access, spread spectrum, Orinoco 802.11, and test equipment and post-sales services.
- Responsible for the Lucent Technologies' CALA Business Partner program success, by providing new partners with portfolio overview presentations, business plan approvals, services capabilities assessments, and all type of activities related to signing-up new partners and maintaining a successful long-term partner-vendor relationship.

Post-Sales Engineering

- Call center "call flow" creation, trouble ticket management, and on site post-sales support experience while a member of the CALA post-sales support team at Nortel Networks and ComWare (a leading system integrator in Colombia).

Teaching/Instruction/Course Development

- Developed and delivered weekly Spanish classes to co-workers while working for Nortel Networks.
- Developed and delivered several networking and telecommunications training sessions to Lucent Technologies' distributions channels in the Caribbean and Latin America.
- Utilized communications skills to teach Spanish to High School students at Lincoln High School, Thief River Falls, MN from 09/96 to 05/97.

International Experience

- Nice, France: 3-month training in Lucent Technologies' products and services as a preparation to work on the design, plan, and implementation of Telefonica's IP network in Latin America.
- Paris, France: 2-month assignment to work with Lucent Technologies' European design team to design, plan and implement Telefonica's IP network in Latin America
- Madrid, Spain: 3-month assignment to work with Lucent Technologies' European design team to design, plan and implement Telefonica's IP network in Latin America
- Caracas, Venezuela: 3-month assignment to assist in the implementation and maintenance of Banco Bilbao Vizcaya's nationwide telecommunications network.
- Santo Domingo: Dominican Republic: 2-month assignment to assist Codetel's (Now Verizon) in the troubleshooting of its Nortel Networks dial-up access network.
- Caribbean and Latin America: A 2-year position as Offer Manager responsible for developing marketing and sales plans for Lucent Technologies' distribution channels in Latin America and the Caribbean. This required 95% travel to the region delivering presentations to customers, business development, and supporting the local sales teams in a myriad of complex projects.

PROFESSIONAL EXPERIENCE

November 2008 - Present
September, 2007 - November 2008

Art Studio Entertainment Media

Marketing and Sales Director for the Americas

Sabbatical

Used time to recharge, develop personal interest in writing a book titled "La Cebolla de Pandora" about the evolutionary changes in the human specie in light of the current economic, political, and social changes in light of the current Earth climatic and astronomical changes.

January 2003 -

M&M Investments LLC

July 2007	Real estate investment firm Marketing and Sales Director	Altamonte Springs, FL
February 2001 – December 2002	Lucent Technologies CALA Business Partner Organization Position: Offer/Product Manager	Miramar, FL
March 2000 – January 2001	Lucent Technologies Lucent Worldwide Services Organization Position: Network Systems Engineer	Westford, MA
December 1997 – July 1999	Nortel Networks Technical Support Services Organization Position: Technical Support Engineer	Billerica, MA
August 1996 – May 1997	Sabbatical Foreign Exchange Program Position: Spanish Teaching Assistant.	Thief River Falls, MN
August 1995 – August 1996	Microbit Comunicaciones Sales Department Position: Account Executive	Bogotá, Colombia
January 1995 – July 1995	Santo Tomas University Undergraduate Dissertation Air Bubble Measurement in Concrete trough Fiber Optics Transducers	Bogotá, Colombia
June 1994 – February 1995	ComWare Post-Sales Department Position: Post-Sales Support Engineer	Bogotá, Colombia

LANGUAGES Fluent English-Spanish-Portuguese

**COMMUNITY
INVOLVEMENT**
Part of 2006

2006 - 2007	Knights of Columbus Catholic men's fraternal benefit society to render financial aid to members, their families, and the community.	Orlando, FL
2006 - 2007	Hispanic Business Initiative Fund of Greater Orlando Member of the Executive Committee The leading Hispanic economic development, nonprofit organization specializing in providing free bilingual technical assistance to Hispanic entrepreneurs to establish or expand their business in Central Florida.	Orlando, FL
2003 - 2004	SCORE A resource partner with the U.S. Small Business Administration (SBA), SCORE is nonprofit association dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide.	Ft. Lauderdale, FL