



**JUAN CARLOS ALGERNON R.**

MBA 2013 Athabasca University– Certified Executive Coach (2004)

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**SUMMARY**

Executive Coach, Consultant and Facilitator, with experience supporting customers of different sizes and from a variety of industries such as telecommunications, oil & gas, refining, chemical, manufacturing, graphic design, health, retail and others. I have facilitated and led consultation/coaching projects in partnership with CorpXCoach in Mexico, Franklin-Covey Leadership in Venezuela, Colombia and Peru and more recently with The Arbinger Institute in Panama, Guatemala and Canada.

**KEY QUALIFICATIONS:**

Strong leadership and business acumen honed in over 20+ years of international business experience working with Blue-Chip multinational corporations such as Procter & Gamble, Motorola, Nokia and Research In Motion (BlackBerry) as well as some smaller companies. Certified Coach with CorpXCoach Mexico and currently enrolled in a one-year “Coaching Excellence in Organizations” program with the Institute for Generative Leadership (USA). Experience leading multi-disciplinary and multi-cultural teams in very competitive and ambiguous/complex environments. Awarded with Motorola’s sales performance recognition for outstanding contribution. Fluent in English, Spanish and Portuguese.

**PROFESSIONAL EXPERIENCE**

**Algernon Consulting – Milton, Canada (Coaching and Consulting Industry)**

*President and Founder*

*Jan. 2017 – Present*

Executive Coaching, Consulting and Facilitation. We strive to support our customers with customized programs to grow their businesses profitably, reducing the cost of human capital, improving their leadership capabilities and promoting a culture of trust, collaboration and innovation. We implement cost-effective proven approaches/methodologies to empower our customers to achieve results that are sustainable long-term.

**Maplesoft – Waterloo, Canada (Software Development Industry)**

*Territory Manager, Latin America*

*Jan. 2014 – Oct. 2016*

Responsible for the overall business in LatAm, developing the current distribution channel and looking for opportunities to sell direct. This role encompasses expanding the number of resellers as required to grow the business, supporting current partners and increasing Maple brand awareness to revamp sales and penetration.

- Signed new resellers in key markets (Mexico and Colombia)
- Achieved best Q4 historic sales in LatAm during Year 2014
- Selling direct in Colombia, Mexico and Ecuador increased from 0% to 25% of total sales

**Research In Motion (RIM, BlackBerry) – Waterloo, Canada (Telecommunications Industry)**

*Account Manager – Distribution*

*Mar. 2012 – Dec. 2013*

In charge of the development of the distribution channel of the Smartphone and Accessory Businesses in Latin America (LatAm) as well as on-boarding distribution partners to support BlackBerry Enterprise software and technical support sales in the region

- Led the process from concept to final execution to launch by September 2013 the world's largest IT distributor partner to support BlackBerry sales of handsets and Enterprise Software and technical support services
- Supporting partner development and improved governance and go to market of a smaller distributor increasing sales from \$9M to over \$30M per quarter in 12 months

*Account Manager – Distribution*

*Sept. 2010 – Feb. 2012*

Responsible for the accessory business in LatAm, with yearly sales of over \$10M. Developing the distribution strategy for the region with a volume of over 600K units of accessories per quarter. launching new sellthru and marketing initiative, increasing sales in over 2.5 times in 9 months

*Channel Account Manager*

*Mar. 2008 – Sep. 2010*

In charge of identifying, engaging, launching and developing selected retailers in LatAm to increment sales volume of BlackBerry Smartphones. Successfully launched a new distribution model in Brazil, which was replicated in Venezuela, Mexico, Argentina and Colombia.

- Supporting the development of our master distributor in Brazil and successfully aligning internal groups within the organization to bring incremental sales volumes
- Successfully launched 15 channel partners in Brazil, Mexico and Venezuela, achieving 120% of the quota and establishing a new model for growth in the region

*Channel Account Manager*

*Sep. 2007 – Mar. 2008*

Responsible of the business development for the integration of internet and mail service providers to our BlackBerry Internet Service platform, to increase BlackBerry devices activations.

- Successfully launched three of the largest service providers in North America
- Launched key mail service providers in Latin America

#### **SlipStream Data (subsidiary of RIM) – Waterloo, Canada** (Internet/Software Industry)

*International Sales & Account Manager*

*Sep. 2005 – Sep. 2007*

Responsible for the account management and sales of our compression and acceleration software solutions to Internet and Mail Service providers in LatAm and key accounts in Europe.

- Successfully engaged wireless carriers in Latin America to evaluate our wireless product
- Increased sales in 60% and subscriber base in 85% during 2006

#### **Algernon Consulting – Mexico City, Mexico** (Coaching and Consulting Industry)

*Executive Coach and Consultant (own consulting practice)*

*Jan. 2004 – Jul. 2005*

President and owner. Specialized in executive coaching and effectiveness. Formed strategic alliances and synergized with the leading coaching company in Mexico (CorpXCoach).

- Increased 10% in the sales of a graphic design company, as a result of a six month executive coaching program designed for their Executive Team
- Individual executive coaching to a VP Operations of a large multinational firm, helping to align their Management Committee improving their team work and communications

#### **Nokia Mexico – Mexico City, Mexico** (Telecommunications Industry)

*Senior Account Manager*

*Nov. 2002 – Dec. 2003*

Responsible for the Telefonica Spain account for the network infrastructure business. In charge of the P&L, customer relationship and commercial and legal areas. Sales over \$200M a year. Three direct reports.

- Led the negotiation strategy and secured the sale of the Nokia Multimedia Platform for over USD 400,000. Avoided the entrance of the competition in this area
- Managed the business and implemented a network of 1,500 Base Stations with sales over USD 200 million in one year. Consolidated this account as the world's largest for Nokia

#### **Nokia de Venezuela – Caracas, Venezuela** (Telecommunications Industry)

*Senior Account Manager*

*Jan. 2001 – Nov. 2002*

In charge of the Telecom Italia's turn key network project. Responsible for the P&L, commercial, legal and technical areas. Sales over USD 120 million in two years. Seven direct reports.

- Regained the switching business expanding Nokia's footprint in the country. Achieved sales of over USD 10 million, kicking out the competition from this business area

- Established a new account signing a contract for USD 1.2 million in a record four hour negotiation, which led to a network expansion worth USD 12 million

*Account Manager*

*Nov. 1998 – Dec. 2000*

Responsible for the Digital account (later bought by Telecom Italy) in the network infrastructure area. In charge of the commercial/legal areas and customer relationship. Coordinated the project, marketing areas and acting project manager for over 1.5 years. Supervised one sales coordinator.

- Managed successfully the first network infrastructure business for Nokia in the whole Americas, which resulted in sales of over USD 100 million in two years

### **FranklinCovey – Caracas, Venezuela** (Consulting Industry)

*Independent Executive Consultant*

*Mar. 1997 – Nov. 1998*

Supported FranklinCovey in the sales and consulting efforts in the areas of leadership and organizational effectiveness to companies within the petroleum, industrial and telecom sectors.

- Supported sales and led the consultation services for team effectiveness and personal leadership to Motorola in the Latin America region, along with the facilitation of the “7 Habits for Highly Effective People” seminar. Sales of over USD 30,000 in four months

### **Ophiuchi Diseños (Entrepreneurial endeavor) – Caracas, Venezuela** (Textile Industry)

*President, Founder and owner*

*Nov. 1996 – Nov. 2000*

In charge of all managerial, commercial, operational and administrative matters. Investments of over USD 100k and yearly sales of USD 100k. Supervised three employees.

- Led from the conception and business plan to compete successfully in the market place. Purchased industrial machinery from Japan, and led the recruiting and training of personnel, all aspects of marketing, sales, customer service and invoicing.

### **Motorola de Los Andes – Caracas, Venezuela** (Telecommunications Industry)

*Regional Sales and Marketing Senior Manager*

*Jun. 1992 – Nov. 1996*

In charge of the marketing & sales, product launching/training and developing of distribution channels of the handset business in the markets of Colombia, Ecuador, Peru and Venezuela. Supervised one Sales Manager and one Sales Coordinator. Managed a yearly budget of over USD 200k.

- Responsible for designing/executing the sales and marketing plans for the region, and managing distribution channels. Sales of up to USD 100 million per year and a market share of 60% across the region, establishing Motorola as the leader in this territory

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

### **Procter & Gamble – Caracas, Venezuela** (Consumer Industry)

*Recruiting Group Manager (Direct reports: 1 Recr. Manager, 1 Coordinator)* *Oct. 1990 – Aug. 1992*

*Personnel Mgr. Headquarters Latin America (Direct report: 1 Coordinator)* *May 1989 – Oct. 1990*

*Training and O.D. Dept. Manager (Direct report: 1 Coordinator)* *Oct. 1985 – May 1988*

*Production Supervisor – Detergent Plant (Direct reports: 13 workers)* *Sep. 1983 – Oct. 1985*

### **Lagoven, S.A. – Caracas, Venezuela** (PDVSA subsidiary. Oil Industry)

*Training Manager (No direct reports)*

*May. 1988 – May. 1989*

### **Vepica, S.A. – Caracas, Venezuela** (Engineering Consulting Industry)

*Project Control Engineer (No direct reports)*

*Sep. 1982 – Sep. 1983*

## **EDUCATION**

*Chemical Engineering – Universidad Simon Bolivar, Caracas, Venezuela*

*May. 1982*

*Graduate Diploma of Management – Athabasca University, Canada*

*Dec. 2009*

*MBA – Athabasca University, Canada*

*Jun. 2013*

### **Other relevant training- Additional education**

- *Coaching Excellence: Institute for Generative Leadership (USA)* *Mar. 2021 - Present*
- *Project Management Principles: Humber College – Toronto, Canada* *2007*

- *Coaching Springboard Intensive: CoachVille – New York, USA* 2004
- *Executive Coaching certification: CorpXCoach – Mexico City, Mexico* 2004
- *Financial impact of managerial decisions: Nokia – Brussels, Belgium* 2002
- *Business Strategies: Nokia – Helsinki, Finland* 2001
- *Leadership Seminar: Nokia – San Francisco, USA* 2001
- *7 Habits for Highly Effective People Facilitator Certification – Miami, USA* 1997

**Languages:** Fluent in English, Spanish and Portuguese.