

# ALEJANDRO J. ROJAS

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## Summary of Qualifications

A highly creative but yet deeply structured self-starter. Very skilled at combining big picture assessments with detailed bottoms-up analyses that usually include Data Science models. Over fifteen years of experience managing diverse business issues within the Technology, Media & Telecommunications and Oil & Gas industries in companies that range from self-started ventures to large public corporations.

## Experience

- 2012 – present **TRIXANDTRAX LLC** **CARACAS – SANTIAGO**  
[www.trixandtrax.com](http://www.trixandtrax.com)  
*Startup backed by Wayra (Telefonica's accelerator) and Start-up Chile*  
*Talent videos from high school and college students distributed across social media.*  
*Co-Founder & CEO*
  - Constructing Data Science models to drive growth in audiences.
  - Executed more than 25 school events that generated over a thousand performance videos.
- 2013 – present **TUMOTORIZADO S.A. (ZHIPCODE)** **CARACAS – SANTIAGO**  
[www.tumotorizado.com](http://www.tumotorizado.com) - [www.zhipcode.com](http://www.zhipcode.com)  
*Startup backed by Wayra (Telefonica's accelerator) and Start-up Chile*  
*Same-day delivery platform that connects anyone with independent messengers.*  
*Co-Founder & CFO*
  - Analyzing user and financial metrics to craft growth strategies.
- 2014 **UNIVERSIDAD DEL DESARROLLO** **SANTIAGO, CHILE**  
[www.udd.cl](http://www.udd.cl) – *a top Chilean University focused on Entrepreneurship*  
*Business and Economics Professor*
  - Taught a business overview course applying gamification to the HBS case method.
- 2009 – 2012 **VEN A KITE C.A.** **CARACAS, VENEZUELA**  
[www.venakite.com](http://www.venakite.com) – *Award-nominated Cross-Platform Media Production Company*  
*TV, events and digital media production house.*  
*Co-Founder & Executive Producer*
  - Raised over \$1 million dollars to produce TV series for 3 seasons, financed through branded content deals backed by advertisers such as Samsung, LG, Nokia, and Motorola.
  - Pitched content formats that received consecutive nominations to MIPTV's Content 360 Cross Media Festival held in Cannes, France.
- 2007 – 2009 **KIZER ENERGY INC.** **CARACAS – HOUSTON**  
[www.kizerenergy.com](http://www.kizerenergy.com) – *Oil & Gas Services Company*  
*\$20-million-a-year company serving major IOC's and NOC's.*  
*Financial Advisor – Shareholder and Member of the Board of Directors*
  - Managed and reported on over ten companies incorporated in Venezuela, US, Canada and The Netherlands.
  - Structured transactions and managed due-diligence and legal compliance efforts to:
    - Pitch partial sale of a subsidiary to an international player.
    - Restructure corporate and shareholding ownership across of all jurisdictions.

2002 – 2007 **GRUPO KC (acquired by KIZER ENERGY INC.)** **CARACAS, VENEZUELA**  
**Oil & Gas Services Group**

*Director of Finance – Shareholder and Member of the Board of Directors*

- Developed and managed finance processes to control and report on operations, financing and investing activities across all entities during a period where sales and employees grew 10-fold.
- Constructed an arbitrage model that provided guidance to design and execute debt financing and currency hedging strategies that, on average, doubled profits year after year.
- Structured financial deals to bid for projects and enter new markets by partnering with larger international companies.

2000 – 2002 **LEVEL (3) COMMUNICATIONS** **BROOMFIELD, CO**  
[www.level3.com](http://www.level3.com) – *Global Telecommunications Service Provider*

*Manager – Global Corporate Development*

- Managed capital allocation process. Reviewed and prioritized over 200 business cases seeking internal funding for over \$5 billion.
- Analyzed multiple sources of data to identify top 300 prospects and designed sales force structure to serve them resulting in opex savings of over \$10 million a year.
- Presented weekly operational review to COO. Reported on key operational metrics and estimated financial impact of current operational trends.

Summer 1999 **THE BOSTON CONSULTING GROUP** **SYDNEY, AUSTRALIA**

*Summer Consultant*

- Defined a \$70 million NPV e-business opportunity for major travel industry player.

1996 – 1998 **MCKINSEY & CO.** **CARACAS, VENEZUELA**

*Business Analyst*

- Developed pricing model for a telecom incumbent's core products based on rigorous analysis of costs, competition, customers, and regulatory conditions. Resulted in over \$100 million increase in annual profits.
- Created negotiation model that shaped regulatory framework for the telecom industry. Protected over 50% of incumbent's value at risk.

### **Education**

2016 expected **UC BERKELEY SCHOOL OF INFORMATION** **BERKELEY, CA**  
Master of Information and Data Science.

2000 **MIT SLOAN SCHOOL OF MANAGEMENT** **CAMBRIDGE, MA**  
MBA, June 2000. Concentration on Finance and Technology.  
Latin Club Vice-President.

1996 **DUKE UNIVERSITY** **DURHAM, NC**  
BSE, Cum Laude, May 1996. Dual-Major in Civil Engineering and Economics.  
Full undergraduate scholarship, Dean's List with Distinction all years.

### **Personal**

- Native Spanish speaker. Citizen of Venezuela. Resident of Chile.
- 10-time Marathon runner who also enjoys kiteboarding and snowboarding.