

EDUCACION

- MASTER in Marketing and Commercial Management, Universidad Adolfo Ibáñez 2006.
- MARKETING DIPLOMA, Pontificia Universidad Católica de Chile, 2003.
- COMMERCIAL ENGINEERING, 1999 degree.
- Other courses
 - Advance English, Course Ingles "EF International English School", Boston MA, USA, 1995.
 - Starting UP Course – Aalto University Finlandia Ventures Program (2020).
 - The Power MBA – 2022 at The Power Education.

Extra Curricular

- Experienced Trail Running runner with more than 23 years participating in 100 km+ races in different countries (UTMB and ITRA index).
- 42 Km marathon runner.

Francisco Javier Ferrer Ramos

- francisco.ferrer.ramos@gmail.com
- +569 93193973
- [linkedin.com/in/francisco-ferrer-ramos](https://www.linkedin.com/in/francisco-ferrer-ramos)

Commercial Engineer, Master in Commercial Management and Marketing with fluency in English, with extensive commercial experience and strategic planning. Over the last 12 years I have managed international educational projects and multicultural university knowledge. In addition to creating and implementing business plans, product development and sales and distribution strategies, strategic marketing and leading teams to achieve their execution in different industries.

EXPERIENCE

UNIVERSIDAD ADOLFO IBAÑEZ – March 2013 – November 2024

General Coordinator International Relations Office

In charge of managing, developing and promoting international educational projects for students in the university community. I oversaw the outbound mobility area and my reporting was directly to the director of International Relations at UAI.

Among the main achievements were:

- The number of exchange students and applications doubled in 5 years.
 - The promotion of internationalization to students, achieving a level of knowledge of more than 90%.
 - Short international programs were created, negotiated, executed and directed in person and online.
 - Implemented and promoted inclusive online opportunities, such as the International Leadership Summit for 5 consecutive years, with an overall satisfaction rate of over 90%.
 - Increased the network of international partner universities in strategic areas of interest.
 - Participation in international fairs (NAFSA USA and EAIE Europe) to find new partner universities and institutions.
-

METLIFE – July 2011 - February 2013

Leading insurance company in the United States and Chile.

Sales Unit Manager

- Responsible for leading and creating a sales unit for life insurance, accident insurance, personal health insurance, voluntary retirement savings and other investment services.
-

DEGESCH DE CHILE LTDA – May 2001 - April 2011

German company belonging to the Detia Degesch GMBH group. Dedicated to the production and marketing of agricultural pest control products.

Business Manager South America – January 2007 to April 2011

After achieving a career from Marketing Manager to Sales Manager and later Business Manager, my main responsibilities were to be in charge of strategic planning and sales in Chile, Bolivia, Ecuador and Peru. Mainly planning marketing plans and managing large businesses. Degesch sells USD 11 million of which I was in charge of USD 3.5 million.

- I managed to open the Ecuadorian market.
 - I doubled sales in Peru by developing a new distribution network and creating new products and giving a new direction to established plans. The focus was to organize and make distribution networks profitable.
 - I strategically managed the distribution network in Chile. Increasing sales and market share and, above all, profitability, by focusing resources on fewer distributors.
- I developed technical irrigation businesses and projects in Chile and Peru (Chilean and Spanish partners).
-

SONDA S.A. July 1998 – June 2000

Sales Manager

- Price management and advertising of the service in the target market. This gave us notoriety and profitability among target customers.
-

CHILESAT S.A. (July 1995 – June 1998)

National and international telecommunications company, data transmission services and Internet.

Product Manager

- I was in charge of developing different value-added long-distance telephony businesses; business phone, call center and prepaid cards.
- I was also in charge of the call bidding for public telephones, winning it in three consecutive years (it was held every six months).