

Tirso Maldonado



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Date of Birth: March 18 1971, Barcelona
Marital Status: Single

Professional Objective: To find a challenging position in IT consulting, where I can utilize my business, marketing, project management and information system skills and experience.

Education:

- Catalonian International College (1990-1992) Barcelona
Bachelor in Business Administration
- Bentley College (1992-1994) Waltham, USA
Bachelor of Science
Double specialty in **Finance** and **Marketing**
- Bentley College (1995- 1997) Waltham, USA
Master of Science in Computer Information Systems
- Other:*
 - UCI Corporation (Summer 1997) Stoneham, USA
Supporting Microsoft Windows NT4.0 Core Technologies
 - La Salle (October 2001 -July 2002) Barcelona
Master SAP R/3
(FI, CO, PP, MM, SD, HR, MySAP.com)

Work Experience:

2003- **INERZA, S.A.** Las Palmas de G.C.
Marketing Director

- Responsible for the Global Marketing Strategy
- Product strategy and marketing plan
- Responsible for major accounts
- Sales plan development
- Distribution channel organization
- CRM strategy and implementation
- Specialised in IT infrastructure for small and medium business in the major consulting company in the Canary Islands

2002-2003 **Digital Events** Barcelona
Executive Manager

- Business Administration
- Business plan development
- Marketing plan and product strategy
- Shareholders Organization
- Responsible for IT Systems
- Sales plan development

- 1998-2002** **IT&C Enterprise Solutions / CanalPYME** Barcelona
Product Development and Marketing Manager
- Responsible for e-business strategy
 - New IT Services definition
 - Responsible for product strategy and life cycle
 - Product manager dealing with major accounts
 - Information processes and work methodology definition
 - B2Band B2C solutions, Intranet/Extranet and WEB Portals
 - Launching new products and marketing plans
 - Solutions development and commercial manuals
 - Participation in trade fairs, conventions and corporate presentations
 - Responsible for the distribution network
 - Responsible for ASP (Application Service Provider) Services
- 1997** **Bentley College**
Department Assistant-Master of Science in Information Systems (MSCIS) Waltham, USA
- Web development for the MSCIS Department (Electronic Commerce in the Global Economy)
 - Seminar Organization and Instructor of Microsoft NT4.0
 - Development and web technology instructor
 - WEB Server administration
 - Intranet/Extranet Programmer, and Administrator for the MSCIS Department
- 1994 – 1997** **Transportation Reservation Network (A Division of The System Distributors, Inc.)** Andover, USA
Webmaster
- WWW Server configuration and maintenance
 - Development of HTML documents and graphic design
 - Responsible for the information base of the organization.
 - Designer of the database system.
 - Trainer in file transfer and use of all necessary web applications.
 - Client/Server technology
 - Computer Based Training development
- The System Distributors, Inc.** Andover, USA
System Analyst
- Translation of software products, applications and documentation
 - Training at customer locations and participation in regional and national meetings
 - Technical support for software, testing and analysing product releases and interfacing with programmers on product enhancements and customer requests
 - Sales assistance with both domestic and international accounts
 - Travelling to customer sites, installing hardware and conducting training classes
- 1994** **Merrill Lynch** Burlington, USA
Internship
- Managing database of investors and prospects, utilizing the "Q&A" system and Microsoft Excel
 - Assisting in organising public seminars on estate planning and portfolio management
 - Direct mail organisation and processing
 - Telemarketing using ACT
 - Managing hypothetical stock and bond portfolios using Merrill Lynch research and Bloomberg

Computer Skills:

OPERATING SYSTEMS:

- Windows 95, 98, 2000, NT3.51, NT4.0

SOFTWARE :

- Netscape Communications Server, IIS3.0, Cold Fusion, Active Server Pages, Microsoft SQL, Oracle
- Microsoft CRM, ACT2000, Access, Word, Powerpoint, Excel
- Photoshop, Corel Draw, Paint Shop Pro, PageMaker, Dreamweaver
- SQL, Visual Basic, Javascript, .ASP, HTML/DHTML programming
- Database design and administration
- Object Oriented Modeling
- CCTV, WiFi, VPN/VPDN, LAN/WAN, Intranet/Extranet, E-commerce B2B B2C, Video-Conference, WEB Development

MSCIS Program

- CS601-Application Development Technology
- CS825-Information System Project
- CS776-Electronic Commerce in the Global Economy
- CS631-System Analysis and Design
- CS641-Computer Systems Architecture
- CS642-Communication Networks I
- CS651-Information Storage and Retrieval
- CS652-Data Management I
- CS771-Object Oriented Modeling
- CS801-Information Technology Management and Policy

Other Interests:

- Swimming, gym, reading IT articles, travelling.