

Daniel SERROT

SUMMARY

Enthusiastic business professional with an entrepreneurial mind-set who can deliver excellent results based on more than 20 years of professional experience in Technology Solutions Implementation, New Business Development, Marketing & Sales Management. Business Professor with proven Educational Management skills and excellent students' performance evaluation.

PROFESSIONAL EXPERIENCE

2021 + ESEADE UNIVERISTY
Rector

2007 - 2020 TORCUATO DI TELLA UNIVERSITY
Teaching Professor (2007 +)

- Professor in several courses, teaching to different audiences: "Entrepreneurship" for undergraduate and MBA students, "Innovation & Entrepreneurship" for MBA students, "Organisational Behaviour" to Master in Management + Analytics students, and "Finance for non-financial Managers" for Executive Education participants.
- **Awards: Best Professor Award for "Introduction to Management" in 2007 & 2012.**

Business School Development Director (2020 +) (2007 -2011)

- Responsible for leading cross activities within the business school programs.
- Increased sales of Executive Education Programs by a factor of 2.50 from 2007 to 2011, going from six to 22 accounts, with an average sales lead time of 6 months.
- Implemented synergies from different cross-functional programs within the Business School to optimize resources and to improve operations.
- Led the AMBA Accreditation process for the MBA and the Business School, successfully granted in 2009.

Admissions Director (2011 -2013)

- Achieved targeted sales, leading the admission team of ten people for undergraduate and graduate programs.
- Achieved a 35% increase of incoming students in all undergraduate programs and a 25% in postgraduate programs within two years.
- Launched new marketing initiatives - market research study, new brochures, renewed responsive website, online advertising, more efficient use of CRM software - to properly address the different programs to the correct audience, improving our use of database contacts and all marketing efforts.
- Achieved a 3x page visits increase in two years in the renewed website, drastically improving the marketing investment effectiveness.
- Developed and implemented sales goals and strategy, introducing changes in the way to approach potential students.

2015 + HEC Paris University

- International Coach at MSc in Innovation & Entrepreneurship (2019 +)
- Interviewer for MBA Admissions (2015 +)

2015 - 2018

GENERAL MOTORS

OnStar Sales & Marketing Manager – Argentina & Brazil (2016-2018)

- Connected Car Business Leader – IoT successful execution. First connected car launched in Argentina with great repercussion in the media.
- Achieved more than 95% OnStar Activation Rate in 130 dealerships in Argentina and more than 85% in 560 dealerships in Brazil, reaching 200,000 active customers in 2017 in both countries.
- Achieved a 40% OnStar Renewal Rate in Argentina and 30% in Brazil for expiring customers after free trial period, attaining \$3M in sales with more than 50,000 paying customers by 2017.
- Successful and innovative first-time appearance of OnStar in *Auto show* in Buenos Aires in 2017, producing an interactive VR Experience to show customers how OnStar works.
- Achieved \$1M in equivalent paid media working with PR Department to interact with journalists, with a successful progression of more than 30 media interviews.
- Successful OnStar Go-to-Market implementation, achieving a unique OnStar Customer Experience at dealerships when they consult, buy and receive their cars.
- Successful launch of new OnStar website in Brazil and in Argentina based on UX and CX analysis to improve navigation and maximize online renewals.
- Achieved a high impact launch of OnStar in May 2016 in Argentina, presenting to more than 120 journalists, with extraordinary media coverage.
- Part of the Global Connected Customer Experience organisation (called GCCX), with *Monthly Operating Reviews* presentations to Managers and Directors in Detroit.

New Business Development Manager - Argentina (2015)

- Direct report to the CEO and member of the regional Staff Team led by her.
- Launched a new web e-commerce sales platform to connect with customers, simplifying the buying process of a new car, with car delivery at the selected dealership.
- Launched a bike-sharing program for General Motors employees at two facilities, developing a solution with IT team to manage requirements and scheduling.
- Developed the business plan for a car-sharing project, that was not approved by the new CEO.
- Developed the Long-Term Plan 2025, analysing trends, evaluating impacts and mapping a medium-term plan.
- Led the Innovation Lab, an internal diverse group that fosters innovation as a daily activity.
- Contributed in transforming the corporate culture into a customer-centric organisation with a winning attitude.

2007 +

BUSINESS CONSULTANT

Independent consultant on corporate strategy, business valuation projects and Go-To-Market executions in different industries. I do coaching sessions for start-up projects, advising entrepreneurs at different stages of their ventures, as well as in the corporate world. I participate as mentor or coach in different start-up incubators and accelerators.

2004-2007

YELLOW PAGES / TELEFÓNICA GROUP

Business Development Manager

- Evaluated the commercial feasibility on 50 potential products, preparing business plans to present at the investment committee to decide in which to advance.
- Launched eight pocket guides and five Argentinean tourist guides with rapid adoption by users and advertisers.
- Created a strategic alliance with Garmin local representative to provide POI's for ads in the opening screen of GPS's.

- Successfully defined the prices for all advertising products, based on a profitability analysis per customer and product.
- New products accounted for 4% of company total revenues of \$100M in 2007.

1999–2004

SHELL OIL COMPANY

Brand & Communications Planning & Monitoring Manager for Latin America (2003 – 2004)

- International accountability over 45 operating countries in Latin America, to homogenize Customer Value Proposition across the region.
- Acted as the liaison person within the broad Marketing team, to harmonize all marketing activities in all the countries, implementing local CVPs with their optimal combination of products and brands.
- Planned the annual marketing budget of \$40M and monthly controlled the actual marketing expenditures for all Latin American countries.
- Saved \$2M by finding savings and reallocations with the regional budget vision.
- Negotiated the regional fee with JWT advertising agency, a \$2M annual contract.

Sales Consultant (1999-2002)

- Managed the business relationship with 40 gas stations to improve sales of fuels, oil and non-fuel products acting like a business consultant and adviser to maximize profitability.
- Negotiated the contract renewal of ten gas stations in 2000, achieving to continue operations on nine of them with tailored terms and conditions.

1998 – 1998

CITIBANK

Cash Management Summer Associate

- Managed 30 customer accounts of the bank and participated in the development of a new retail-banking product.

EDUCATION

2013 – 2014	HEC PARIS MBA. <i>Ranked Top 5% with Academic Award.</i>	PARIS, FRANCE
2005–2006	TORCUATO DI TELLA UNIVERSITY Master in Finance. <i>Ranked Top 15%.</i>	BUENOS AIRES, ARGENTINA
1995 – 1998	TORCUATO DI TELLA UNIVERSITY B.A. in Business Economics with minor in Economics. <i>Ranked Top 13%.</i>	BUENOS AIRES, ARGENTINA

ADDITIONAL TRAINING

2009 & 2010	HARVARD BUSINESS SCHOOL Global Colloquium on Participant-Centered Learning (3-week Executive Education Program on how to teach with the case method)	BOSTON, USA
-------------	--	-------------

LANGUAGES

Spanish	- Native
English	- Fluent
French	- Fluent
Portuguese	- Intermediate

INTERESTS

New technology, gadgets, entrepreneurship, movie screenplays, reading (mostly business books), traveling, running, playing tennis, connecting people, creativity, finding new ways of solving problems.