

PERSONAL INFORMATION

Name: Mario Humberto Recalde Bravo

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E-Mail: mario.recalde@conversacion.digital ; mhrecaldeb@live.com

Date of Birth: Nov. 17, 1971

Age: 51 years

City of residence: Quito

Country of Birth: Ecuador



PRESENTATION SHEET

I am an honest and responsible person, who works intelligently and with passion for the benefit of the company or venture with which I am committed, both for my personal and professional progress. I love learning and teaching. Managing projects and leading teams are some of the skills I enjoy the most. My approach is towards meeting objectives, but in a comprehensive manner, without forgetting the principles and good practices.

My current activity is as an entrepreneur and Information Technology Consultant, integrating solutions for Digital Transformation, such as Data Analytics, Machine Learning, Robotic Process Automation, Chatbots and Digital Marketing, which I complement with Process Management and Business Coaching consulting.

My main experience is in the development of business processes and projects, going through financial and technical evaluation, risk assessment, and final implementation, especially in Information Technology.

My most recent experience in the oil & gas industry was managing a technical team in charge of supporting infrastructure and applications such as: Petrel, Eclipse, DecisionSpace, OpenWells, Petex among others.

Just as in my profession, in my personal life I seek to develop myself comprehensively, I enjoy hobbies in electronics and programming and reading economic topics, as well as technical topics associated with my career. I am passionate about self-learning.

I try to develop an adequate balance between work and home that allows me to give my wife and son, and our mutual goals, adequate, quality time.

I exercise by walking, preferably in the mountains, but mainly chasing my 7-year-old son.

My LinkedIn profile is: <https://www.linkedin.com/in/mariorecalde/>

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mario.recalde@conversacion.digital (email)

EDUCATION

SUPERIOR

Instituto de Altos Estudios en Administración - IESA

Master of Administration for Executives

Graduate – 4.49 out of 5 cumulative average.

Caracas Venezuela

April 1, 2014

Escuela Politécnica del Ejército

Master of Business Administration (MBA)

Degree with a Major in Marketing and Finance

Quito, Ecuador

April 28, 2005

Polytechnic School of the army.

Electronic Engineering

Specialization in Telecommunications

Quito, Ecuador

April 29, 1996

LANGUAGES

Spanish / **English** / **Portuguese**
Mother tongue / Advanced / Intermediate

MOST IMPORTANT CERTIFICATIONS AND COMPLEMENTARY COURSES

Project management and team management

PMI® DASM® Certification

DASM® ID: 3449791

April 2023

PMI® PMP® Certification

PMI® ID: 1285792

October 2008

Kanban: From zero to expert!

Udemy

[Credential ID UC-530b7957-5984-4ea8-a9d8-7b5d1e4c2fcd](https://www.credentialed.com/credential/UC-530b7957-5984-4ea8-a9d8-7b5d1e4c2fcd)

October 2021

Giving Helpful Feedback

University of Colorado Boulder

Credential ID coursera.org/verify/ KZ3AY9N2R3XV

May 2021

Business Continuity

Project Management Institute

Credential ID Provider #2000 Activity #GOC5020

April 2020

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Agile in The Program Management Office
PMI Turkey Chapter
Credential ID Provider #2000 Activity #GOC4047
July 2020

Executive Coach (Non-Directive Coaching for Executives)
Business Coaching School
December 2019

ITIL Certification Support and Recovery Practitioner
Help Desk, Incident Management Processes and Problem Management
E-Knowing – Pink Elephant,
August 2007

Data Science and Machine Learning

Data Science and Machine Learning: Making Data-Driven Decisions
MIT (Massachusetts Institute of Technology)
IDSS (Institute for Data, Systems, and Society)
Great Learning
<https://eportfolio.mygreatlearning.com/mario-recalde>
June 2023

Machine Learning
Stanford University – Stanford Online & Coursera
<https://coursera.org/share/2bcf7fd5284ca3acf35ab9e274ed46a3>
March 2021

Tiny Machine Learning (TinyML)
HarvardX Professional Certificate
[Credentials ID: 8a5884e9275e4af39e0b8dcb224ee369](https://certificates.harvard.edu/certificate/8a5884e9275e4af39e0b8dcb224ee369)
May 2021

Short Courses to Learn Generative AI
DeepLearning.AI
June 2023

Kaggle Certifications
Kaggle.com
January to October 2021

Course Complete Machine Learning: Data Science in Python
Udemy
[Credential ID UC-afacc743-aa32-4bf9-8222-217b544874e6](https://certificates.udacity.com/certificate/UC-afacc743-aa32-4bf9-8222-217b544874e6)
October 2021

Others courses relevant :

Network Security Expert 3 - Network Security Associate
Fortinet
November 2019

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Be more creative

National Autonomous University of Mexico
Credential ID YT88C58ZXKJG
November 2020

Introduction to Internet of Everything

Cisco Networking Academy
Credential ID 0819
November 2019

Inbound Certified

HubSpot Academy
Credential ID 16ec2121082b4a308a1e5140025e8a04
June 2020

WSI Certification as a Digital Marketing Consulting Franchisee

WSI - Jun 27, 2017

Schlumberger Houston SDC (Tier 1)

Skills Development Center
Houston, USA, June to August 2002

- Cisco Certified Network Associated (CCNA) – Data Network Routing
- Check Point Certified Systems Administrator (CCSA) – Firewall Administration and Configuration
- Microsoft Certified Professional (MCP) – Windows 2000 Professional Operating System
- Microsoft Certified Professional (MCP) – Windows 2000 Serv Operating System

More at: www.linkedin.com/in/mariorecalde

PROFESSIONAL EXPERIENCE**Los Pinos Clinic****Consultant and head of IT infrastructure**

September 2021 – present

Principal functions:

In charge of taking care of the organization's IT infrastructure and advising on the implementation of solutions aimed at improving business management.

Petroecuador (Unit BL16)**UMP Technologies · Contractor · Ecuador · Hybrid**

Jan 2023 – Julio 2023

Service Delivery Manager

Principal functions:

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Administrative management of human and technical resources for the support and administration of E&P and Automation & SCADA applications in Petroecuador for a project previously managed by Petrolia.

Petrolia (Newstratus Energy Ecuador)
UMP Technologies · Contractor · Ecuador · Hybrid
Jul 2022 - Dec 2022
Service Delivery Manager

Principal functions:

Administrative management of human and technical resources for support and administration of E&P and Automation & SCADA applications in Newstratus Energy projects in Ecuador.

CONVERSACIÓN DIGITAL

April 2020 – present

Information Technology Consulting Entrepreneur.

www.conversacion.digital

DIGITAL CONVERSATIONAL MARKETING MAKES PROCESSES MORE EFFICIENT AND SAVES COSTS FOR ALL TYPES OF COMPANIES.

Digital conversation uses a series of techniques that enrich it and make it a very powerful tool at the service of businesses of all sizes.

Conversación Digital develops and advises solutions such as:

- Data Analytics & Machine Learning
- RPA (Robotic Process Automation)
- Chatbots
- Process management
- Executive Coaching
- Training, implementation and integration of digital tools
- Informative Websites
- Content generation
- Websites with subscribers' section
- Social Network Management
- Advice on electronic marketing
- Generation and administration of paid campaigns through electronic channels

GOLD PARTNER COMMUNICATIONS

August 2019 – June 2020

Partner and director of innovation and value-added associates.

Objectives and main functions:

- Responsible for the development and implementation of policies and processes.
 - o The inclusion of technological tools to facilitate information gathering and control.
 - o Analysis of options and inclusion of solutions for process automation.
- Responsible for the control and monitoring of the commercial team.
- In charge of orchestrating the company's digital marketing.

ELECTRICAL CORPORATION OF ECUADOR EP

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CELEC EP

October 2018 – August 2019

Deputy Director of Information Technology.

Objectives and main functions:

- Official in charge of enabling the vision of general management with the support of information technology throughout the Corporation.
- Ensure IT services in the Corporation's 14 business units serving 4,500 employees.
- Adequately and efficiently manage a budget of nearly 9 million allocated to IT solutions through the articulation of the following pillars:
 - Information Technology Corporate Purchasing
 - Standardization, consolidation, and optimization of IT infrastructure
 - Disaster recovery plan
 - Rationalization and strengthening of IT Human Resources
 - Standardized IT support scheme and processes based on best practices.
 - Monitoring (measure) and control (adjust) of indicators.

WE SIMPLIFY INTERNET (WSI).**CERTIFIED FRANCHISEE IN DIGITAL MARKETING CONSULTING**

June 2017 to October 2019

Digital Marketing Consultant, Internet Consultant.

Objectives and main functions:

- Advice to businesses on four fundamental pillars using digital channels:
 - o Acquisition of prospects and increased sales.
 - o Market research and potential clients.
 - o Communication with current clients and nurturing potential clients.
 - o Branding, brand developments in digital media.
- Implementation of the tactics used in the development of the strategies are:
 - o Consultancy
 - o Email marketing
 - o Social Reputation Management
 - o Marketing Automation
 - o Website strategies
 - o Programmatic Paid Advertising
 - o Adaptive Search Engine Position Optimization (ASEO™)

SCHLUMBERGER VENEZUELA SA**OILFIELD SERVICES (OFS) for Venezuela and the Caribbean (VTT)**

September 2010 to June 2016

- Information Technology Manager for Venezuela and the Caribbean at Schlumberger Organization that at that time generated 1.4 billion in sales with an average EBITDA of 25%.

Main responsibilities and functions:

- Responsible for the delivery, control and recovery of Services related to Information Technology in Venezuela, Trinidad and Tobago and the Eastern Caribbean (Six countries in total)

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- Responsible for the administration of the human resources necessary for the delivery of services related to Information Technology, with a team of 18 people in three different countries, with a budget that varied from 900 thousand to 1.47 million dollars in the different years.
- Responsible for the implementation of Projects related to Information Technology in Venezuela, Trinidad and Tobago and the Eastern Caribbean, with a budget of around 1.2 million dollars annually.
- Permanent member of the Support Services Office team in charge of developing Cost Control Management, Materials and Asset Management, and Direct Cost Savings initiatives, with a direct savings objective of 1% of the company's sales. organization (\$1.4 million in the last year).

SCHLUMBERGER SURENCO SA
SCHLUMBERGER INFORMATION SOLUTIONS

January 2004 to September 2010

- Service Delivery Manager for Peru, Colombia and Ecuador
- Operation Quality Support Manager for Peru, Colombia and Ecuador
- Field Seismic Information in Ecuador for Petroproducción
- Leader of the General Projects Technical Consulting Office in Ecuador
- Service Delivery Manager with EnCana (Andes Petroleum Ltd) in Ecuador
- Service Delivery Manager with 2Net (Schlumberger) in Ecuador

Main responsibilities and functions:

- Responsible for the promotion and implementation of value-added initiatives for the delivery of services to E&P clients.
- Responsible for the delivery of managed services and functional application support services, within the scope, contractual specifications, and customer expectations, in the geomarket
- In charge of training and development, as well as performance evaluation of the leaders of the managed services of the business line, in the geomarket.
- Responsible for the promotion and implementation of value-added initiatives for the control and assurance of quality in the services and products marketed by the business line, in the geomarket.
- In charge of business development in IT Infrastructure and technological support services
- Project Management.
- Responsible for identifying business opportunities and developing proposals.
- Designer and support of financial exercises of business proposals
- Administrator and person in charge of managing Contracts for the delivery of projects with public and private clients, and suppliers.
- Responsible for the writing, design, and implementation of technical solutions for LiveQuest ®, Barco® Display Systems and general IT infrastructure
- Responsible for the operational performance of the technical team and ensuring the quality of projects and services.

SCHLUMBERGER SURENCO SA
NETWORK INFORMATION SOLUTIONS AND OMNES

May 1999 to December 2003

- Support team leader for 2Net (Schlumberger) in Ecuador
- Support for information management and telecommunications for Repsol YPF Ecuador
- General support in technological infrastructure implementation projects

Main responsibilities and functions:

- On-site technical support for projects and services
- Server installation, migration and upgrade

- Operating systems assurance
- Implementation of data backup solutions for servers
- Support for LAN and WAN data networks at clients and for Schlumberger
- Configuration and administration of active network elements, routers and switches

**SCHLUMBERGER SURENCO SA
OILFIELD SERVICES (OFS)**

September to December 1998

- Engineer in training for Wireline Electronic Maintenance
- Electronic Technician in training for Dowell Maintenance

DEGEM SYSTEM LTD.

Design and Construction of Systems for Training and Technological Education

1997 - 1998

- Member of the team for the Installation of the Automatic System for Robotics and CIM Laboratories at the Army Polytechnic School
- Member of the team for the Installation of communication networks in the EB-2000 (Computer Electronic Training) and CAD / CAM laboratory at the Army Polytechnic School

**Polytechnic School of the army
School of Electronic Engineering**

1996 - 1997

- Research, development, and implementation of projects using robots and computer-managed PLCs as part of the degree thesis project.
- Professor of Mechatronics and PLCs laboratories
- Basic Electronics Teacher level 1 and 2
- Electrical Circuits Teacher level 1
- Academic Planner of Professional Improvement Courses for Army Officers in charge of Maintenance of the anti-aircraft artillery system.
- Professor of Numerical Methods
- Computer Laboratory Assistant

PERSONAL AND PROFESSIONAL REFERENCES

Wilson Suarez

Technological Manager of the Ecuadorian Migration System
Ministry of Interior
+593 9 83753 884

Gerardo Trujillo

Senior partner and technical manager
Partner Communications
+593 99 620 6299

Santiago Davila

Customer Service and Digital Transformation Manager
Bekaert Ecuador
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