

**Mario José Dávila Zerpa**  
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**QUALIFICATIONS SUMMARY**

Strong leadership skills and experience in a wide range of key business areas such as finance, administration, marketing, sales, customer service, staff supervision, training and coaching, billing and collections, business strategy, team building and business counsellor/consultant. Managerial experience focussed on the online business.

**CAREER GOALS**

Corporate organizational consulting services. Design and development of new businesses and web projects. People oriented managerial positions that provide exposure to organizational climate, logistic and operational business areas.

**WORK EXPERIENCE**

**MercadoLibre.com, Tucarro.com, Tuinmueble.com (Nasdaq, MELI)**

Vice President – Country Manager Venezuela (January 2008 – November 2009). Assigned as a full time country Manager for Venezuela due to the consistent growth of the Venezuelan market..

- Reported to Global Chief Operation Officer (COO) and Chief Financial Manager (CFO)
- Led a headcount of 150 full time employees
- Developed and managed business plan
- Responsible for consolidating annual budget and for managing financial resources in order to operate in a cost efficient environment
- Conducted look backs to identify potential cost reductions, programs improvement and/or policy changes
- Created and implemented policies to maximize investment return and increase productivity
- Managed business continuity planning
- Provided direction on production, pricing, sales and distribution strategies
- Negotiated and approved contracts and agreements with vendors, contractors, federal agencies and other entities
- Created job descriptions for managers within the organization
- Appointed and supervised managers within the organization
- Managed organizational capabilities: created the structure of the overall organization, including specific structures per department

**Achievements:**

- Successfully managed a yearly budget of USD14,178,000
- Successfully managed merger and acquisition of Classified Media Group ([www.tucarro.com](http://www.tucarro.com) and [www.tuinmueble.com](http://www.tuinmueble.com)) while increasing company's performance
- Increased numbers of online sellers powersellers in 82%
- Increased number of products/listings on site in 56%
- Lobbied with high level government officials and engaged them with company business strategy
- Increased profits (EBITDA) in 300%

**MercadoLibre.com (Nasdaq, MELI)**

Vice President – Country Manager Venezuela & Colombia (December 2003 - January 2008)

- Same responsibilities as above
- Led a headcount of 180 full time employees

**Achievements:**

- Increased company's market share in Colombia from 10% to 80%
- Led Merger and Acquisition of Deremate.com (2005)
- Overcame challenging internal business environment as a result of the merger and acquisition of [www.tucarro.com](http://www.tucarro.com), which, by that time, was a company larger than [www.mercadolibre.com](http://www.mercadolibre.com) in the online classifieds segment.
- Increased annual EBITDA from USD8,000 in 2003 to USD10,800,000 in 2008

**MercadoLibre.com**

Director – Country Manager Venezuela (April 2002 – December 2003)

- Same responsibilities as above
- Led a headcount of 10 full time employees.

**Achievements:**

- Increased market share from 50% to 75%, vs. [www.deremate.com](http://www.deremate.com), single market competitor
- Developed and executed a strategic plan that gained 85% of sellers and total listings from [www.deremate.com](http://www.deremate.com)
- Managed a budget of USD 188.000
- Increased listings in 264%

**MercadoLibre.com**

Manager – Category Manager (June 2001 – April 2002)

- Coordinated financial, marketing and advertising activities including sales, graphic arts, media and research
- Determined price schedules and discount rates based on marketing analysis
- Planned and conducted evaluations to develop sales and customer service programs
- Monitored customers preferences to determine sales strategies and their approach
- Addressed customer service issues and specific complaints
- Prepared and submitted project estimates
- Assisted on annual budget consolidation

**Achievements:**

- Positioned MercadoLibre as an innovative effective online business platform
- Developed a initial data base of active online sellers from established offline shops
- Increased market share from 15% to 50%
- Designed and implemented a recruiting and selling training program to allow regular sellers to become professional online sellers.

**Loquesea.com**

Director of Web Projects (October 2000 – June 2001)

- Directed, coordinated and supervised the agency's daily efforts to attend clients with a wide range of different products and services in need of major web projects
- Conferred with clients to solidify projects brief: objectives, budget, strategy and approach, brand identity/corporate standards, etc.
- Analyzed and assessed information received from the client and re-communicated it to agency's creative and technical teams in a comprehensible strategic web creative/advertising language
- Ensured that both clients' and agency's interests were protected throughout the project development process
- Formulated projects skeleton: graphic design template, strategy and approach, tone, style, audiovisual elements, etc.
- Provided direction to the creative and production processes to ensure alignment with strategies and objectives
- Monitored development of production estimates to ensure alignment with projects' scope
- Ensured that projects were developed within the agreed timelines and budget

**MercadoLibre.com**

Manager – Category Manager (May 2000 – October 2000)

- Same responsibilities as the June 2001 – April 2002 period

**Schlumberger Oil Field Services**

Field Engineer (January 1997 – January 2000)

- Reported to Well Construction Service Manager
- Supervised 15 skilled workers
- Main point of contact for important oil industry clients such as BP, PDVSA, TOTAL, CONOCO etc.
- Responsible for planning, designing and executing well constructions processes both on and off shore
- Applied knowledge of fluid and geologic data
- Responsible for coordinating logistics to cover needs of goods and supplies for a crew of more than 25 people.

**EDUCATION**

Advanced Management Program, IESA, Caracas (October 2007 – October 2008)

Diploma in Mechanics. IUT (Instituto Universitario Tecnológico) Región Capital, Caracas, DC (1991-1994)

**LANGUAGES**

Fluent in Spanish, English (reading 10/10, speaking 6/10, writing 7/10)