

Work Address:
Avenida 19 No. 105-44
Bogotá, Colombia
Tel: +57 (601) 620-5072

ALEJANDRO SARDI

alejandrosardi@alumni.purdue.edu

– EUROPEAN UNION MEMBER –

Home Address:
Rosales
Bogotá, Colombia
Mobile: +57 (312) 473-7032

EDUCATION

Purdue University, School of Engineering, West Lafayette, Indiana **Aug 2006**
Bachelor of Science in Industrial Engineering
Earned 5 Scholarships, Semester Honors, and Dean's List

WORK EXPERIENCE

BoConcept and KARE (Colombia, Peru, Panamá, Costa Rica) **Franchise Director** **Aug 2008 – Present**

- Led 500+ construction workers for the opening of 8 retail stores in CO, PE, PA and CR – all ahead of schedule and under budget
- Earned the 'Best Franchisee in The World' award in both BoConcept and KARE – competed against 250+ franchisees worldwide
- Exceeded expected net income year-over-year
- Define and execute franchise's annual budget and overall strategy
- Manage, solve and delegate day-to-day franchise routines and contingencies
- Recruit, coach and train all staff with top-level negotiation techniques and exclusive BoConcept and KARE material

Best Buy/Accenture (Minneapolis, MN) **Project Lead** **Feb 2008 – July 2008**

- Directed the development of a new online portal for Best Buy – team consisted of 8 Accenture and Best Buy professionals

Microsoft/Accenture (Redmond, WA) **Prototype Manager** **Aug 2007 – Nov 2007**

- Managed the development of project's prototype – an online marketing management tool for Microsoft and Microsoft's partners
- Researched and developed new User Interface standards

California ISO/Accenture (Sacramento, CA) **Prototype Developer** **Mar 2007 – Jul 2007**

- Developed a deep understanding of energy markets while developing an innovative energy home-demand-response prototype
- Patent pending – first demand-response initiative that involves the ISO, all related utility companies, and the end-consumer

California ISO/Accenture (Sacramento, CA) **Data Architect** **Nov 2006 – Jul 2007**

- Acquired strong Data Management and Data Creation skills – SQL, MS Excel Macros, MS Access, VBA, JAVA, XML
- Automated project's daily data generation process – data used daily to simulate California's Electricity Market

Accenture Technology Labs/Accenture (Silicon Valley, CA) **Researcher & Developer** **Aug 2006 – July 2008**

- Researched and developed new assets for Accenture and Accenture's clients while consulting for various Accenture's clients

Colgate-Palmolive Company (Jeffersonville, IN) **Engineering Co-op** **May 2004 – May 2005**

- Simulated toothpaste delivery systems in order to optimize use of portable toothpaste tanks
- Generated 1st 'Batch-Cycle-Time Analyzer' and 1st 'Composite Asset Utilization Analyzer' – both operate with SQL & VBA
- Dominated MS Excel VBA Macros – knowledge applies directly to other VBA based applications
- Discovered critical computational errors – contributed to reduce company's future yearly costs
- Trained for PLC-5 RSLogix 5 Ladder Logic – applied training in making and finishing systems

Purdue University (West Lafayette, IN) **Teaching Assistant** **Aug 2003 – Dec 2004**
Course: Engineering Problem Solving and Computer Tools

- Taught 200+ students how to solve fundamental engineering problems utilizing MATLAB, Excel, and other computer tools
- Explained the logic behind programming and file management in order to develop students' problem solving skills
- Met with students frequently by appointment, in addition to my regular office hours

Vector Marketing Corporation (Miami, FL) **Sales Intern** **June 2003 – Aug 2003**

- Mastered the concepts of the selling cycle, negotiation, answering objections, and closing techniques
- Placed 3rd in personal sales out of 4,000 sales representatives in Florida, and 8th out of 15,000 in the eastern US region
- Qualified for Key Staff within the first week. Key Staff was exclusively for the best 5 employees of the office
- Promoted to six different management positions. Started as a Trainee and ended as a Senior Field Sales Leader
- Trained over 50 employees on adequate sales and marketing techniques

LEADERSHIP EXPERIENCE

Purdue Society of Hispanic Professional Engineers **President** **May 2005 – May 2006**

- Represented SHPE-Purdue in all internal and external affairs
- Led 200+ members and 16 committees to accomplish the goals of the organization

Vice President **May 2004 – May 2005**

- Assisted the President in all duties and responsibilities and ensured all committee tasks were completed on time

Technology Chief **May 2003 – May 2004**

- Restructured and maintained the organization's Web site: www.shpepurdue.org and programmed user-friendly computer tools

Freshmen Representative **Aug 2002 – May 2003**

- Elected to lead freshmen members to get involved with the organization's activities throughout the scholastic year

GLOBAL PROFILE AND RELEVANT SKILLS

Work Eligibility: United States of America, European Union, and South America (Andean Countries)

Language Skills: English, Spanish, and moderate French

Computer Skills: Windows OS, Mac OS, Linux OS, UNIX, C, C#, C++, Java, JavaScript, .NET, SQL, HTML, DHTML, PHP, MySQL, Ajax, XML, Web 2.0, VBA, Excel Macros, GAMS, DOS, Adobe CS4, Eclipse, MATLAB and more.

Scholarships: Kaiser (2006), SHPE Platinum (2006 and 2005), SHPE Gold (2004 and 2003)

Merit Awards: 'Best Franchisee in The World' award in BoConcept and KARE, Semester Honors & Dean's List (2006), DaimlerChrysler Scholastic Merit Award (2006), Xerox Scholastic Merit Award (2005), SHPE Chairman of the Year (2004), Johnson & Johnson Scholastic Merit Award (2004), Freshmen of the Year (2003), Caterpillar Scholastic Merit Award (2003)