

Fernando E. Arenas Molinet

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Experienced Team Manager with a proven track record in leading technology enterprises, specializing in high-performance talent development. With 8 years in eCommerce and 6 years in sports, sponsorships, fundraising, and corporate relations, I bring expertise in business development, partnership building and SaaS development and growth. My skills include negotiation, vendor management, digital platforms, B2B/B2C strategies, relationship management, marketing, sales, contract management, data analysis, and strategic decision-making.

ACADEMIC CREDENTIALS

- MBA, Instituto de Estudios Superiores de Administración, **IESA**, Caracas, Venezuela 2016 – 2018
- MS, Sports Business (concentration on Finance and Development), **New York University**, NY, USA 2007 – 2009
- LL.M in Law (concentration on International Business Practice), **Boston University**, MA, USA 2005 – 2006
- Law Degree, **Universidad Católica Andrés Bello**, Caracas, Venezuela 2000 – 2005

Continually expanding my knowledge through various courses as a dedicated lifelong learner.

PROFESSIONAL WORK EXPERIENCE

Smartfastpay, Bogotá, Colombia | 2024 – Present **Country Manager - Colombia**

Smartfastpay is a Brazilian fintech that allows cross border payments for merchants all around Latin America. I am the general manager, acting as legal representative, in charge of P&L, integrations, negotiating with providers and everything to have the operation run smoothly.

Defactor, Bogotá, Colombia | 2024 – Present **Brand Ambassador (Volunteer), Latin America**

Defactor bridges traditional finance with DeFi by tokenizing real-world assets for liquidity access. As an ambassador, I represent Defactor at events, engage with the blockchain community, and drive business development in the region.

Kommo, Bogotá, Colombia | 2024 – 2024 **Manager of Agency Partnership Program, Andean Region**

At Kommo, a leading CRM company, I drive revenue and enhance customer lifetime value (LTV) from South American agencies by educating partners through training sessions and maintaining proactive communication and business planning. This approach led to a 20% increase in monthly revenue, generating \$200k in new accounts for the company each month.

inDrive (formerly InDriver), Bogota, Colombia | 2022 – 2023 **Team Leader, Mobility, South Latam**

At inDrive, a leading ride-hailing app with over 100 million downloads in 50+ countries and 700 cities, I led and supervised driver acquisition teams across South Latin America, focusing on the supply side of operations. I expanded the team to 4 supervisors and 70+ agents, establishing a robust recruitment infrastructure. Through strategic planning and training, I improved the conversion rate of agents by double digits. Additionally, I spearheaded strategic projects, implemented a CRM system, and pioneered B2B recruiting to enhance market presence and drove expansion.

Yummy (YC S21), Caracas, Venezuela | 2021 – 2022 **Director, Business Unit**

At Venezuela's leading tech startup, valued over \$250M, which operates in five markets, I led the entertainment vertical, transforming event ticketing convenience. I directed strategy, team management, and P&L oversight, building a diverse team across three countries and implementing expansion plans. I formed strategic alliances within the tourism and events sector, driving rapid growth from 0 to \$1 million USD in GMV in under four months and orchestrated sponsorships to enhance brand positioning and boost ticket sales for major events through the Yummy platform.

Norwegian Refugee Council, Bogotá, Colombia | 2020 - 2022 **Regional Corporate Partnerships Adviser**

At NRC, a leading humanitarian organization with a global mission, I spearheaded corporate relations across four Latin American country offices, focusing on partnerships with the private sector to advance the UN's Sustainable Development Goals. I led strategic planning and budgeting for the Americas region, orchestrated engagement strategies leveraging digital transformation and sustainability, and established partnerships with tech companies. I also developed internal policies and managed corporate contributions totaling \$2 million, facilitating significant positive outcomes for both colleagues and beneficiaries.

MLBoosters, then FA Consulting, Bogota, Colombia | 2019 - 2024 **Ecommerce Consultant – Founding Partner**

Co-founded ecommerce consultancy, certified by Mercado Libre, driving sales growth for 300+ sellers. Established key partnerships, enhancing client success with increased conversion rates. Gained clients through social media, influencer marketing and freelancer.com

Mercado Libre, Caracas, Venezuela, transferred to Bogotá Colombia | 2016 - 2019**Commercial Advisor, Category Manager (Automotive/ Sports & Apparel)**

At Mercado Libre (NASDAQ: MELI), the leading technology company in Latin America, I served as the main commercial lead for the sports and autoparts categories, driving significant enhancements in GMV, visits, and conversion rates. I acquired, negotiated, and onboarded 400+ online sellers, establishing 60 Tier 1 stores in Venezuela and Colombia, and generated over \$10M USD in sales. I also brokered regional deals with manufacturers, boosting Monthly Recurring Revenue (MRR), and spearheaded a new pricing strategy in Venezuela that achieved a 150% growth in minimum profit per transaction. Additionally, I executed mass training programs via webinars, improving auto parts publication quality and increasing category penetration to 41%, while boosting conversion rates by 1%.

Renergics, Caracas, Venezuela | 2016 – 2017**Co-Founder and Commercial Director**

Founded a company specializing in designing and selling cell phone charging equipment for events and public spaces. Successfully sold my stake to partners.

Year traveling Europe and Latin America | 2015 – 2016**Telefonica Venezolana, Caracas, Venezuela | 2012 – 2015****Sponsorships Coordinator, VP of Marketing**

At Telefónica (NYSE: TEF), a leading telecommunications company, I managed sponsorship approvals for Venezuela, led sports and music projects, and handled client relationships from negotiation to execution. I reduced sponsorship approval time from over 90 days to just 35 through an innovative methodology, significantly enhancing partner satisfaction. I played a key role in orchestrating a multi-million dollar sponsorship deal with FVF, Venezuela's Football Association, which became a pivotal case study for ROI and marketing objectives. Additionally, I pioneered a national-level benefit distribution matrix to maximize company-wide engagement and was selected to represent Telefónica at One Young World, advocating for net neutrality and the internet as a human right.

Arenas & Asociados, Caracas, Venezuela | 2010 – 2012**Managing Partner**

Worked with SMBs, providing legal opinions, due diligences and filling for incorporation paperwork.

Kansas City Wizards (now Sporting Kansas City), Kansas City, KS, USA | 2010 – 2010**Account Executive**

Managed relationships and sales focused on the Hispanic Community, closing successful sponsorships and ticketing deals.

Michael Faillace & Associates, New York, NY, USA | 2006 –2007**Foreign Associate, Paralegal**

Worked in a NYC boutique firm specialized in international employment law. Handled relationship cycle with clients.

LANGUAGES: Fluent in English and Spanish. Intermediate in Italian and Portuguese.

HOBBIES: Blockchain, traveling, cycling, football, ecommerce, humanitarian and tech related causes, networking

MORE INFORMATION: <https://www.linkedin.com/in/arenasfernando/> , www.fernandoarenas.com