

# 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

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

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**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](http://www.fernandoarenas.com)