

Fernando E. Arenas Molinet

Phone/Whatsapp +1 305 999 5311 , +57 763 3515 | arenas.fernando@gmail.com



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, 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, a team of 80+. I resigned for ethical reasons.

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