

CÉSAR ALEXANDER SOLÓRZANO HERNÁNDEZ

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EDUCATION

TULANE UNIVERSITY, A. B. FREEMAN SCHOOL OF BUSINESS

New Orleans, LA

Master of Business Administration

May 2010

Freeman International Fellow, and Guatefuturo Scholar

First Semester GPA: 3.69

Tulane Entrepreneurs Association Marketing Vice President

Grew the applications to the Tulane Business Plan Competition 150% to 82 Business Plans.

Elected Alumni Affairs and Career Management Chair

UNIVERSIDAD RAFAEL LANDÍVAR

Guatemala City, Guatemala

Bachelor of Science, Industrial Engineer, Summa Cum Laude

December 2004

Cumulative GPA: 3.60, First in Class of 2004

Student Representative for the Engineering Faculty and University's Executive Board (2003).

EXPERIENCE

JOHNSON & JOHNSON

Central America & The Caribbean

International Marketing Summer Intern

May 2009 – August 2009

In charge of defining the market for a new drug in Central America and the Caribbean.

- Gained marketing experience of the pharmaceutical industry in the region and proposed possible entry strategies for a new drug in the market.

GRUPO NABLA

Guatemala City, Guatemala

New-Project Engineer

January 2007 – July 2008

In charge of land acquisitions, management, trading, and real estate development.

- Started the first real estate project in Grupo Nabla from ground zero with a \$2.5M potential.

ALIMENTOS IDEAL

Guatemala, Honduras and Nicaragua

Marketing Coordinator

June 2006 – January 2007

In charge of marketing for the company's brands (cooking oil, soft drinks, margarine, food consumer goods) in Honduras and Nicaragua, \$6M/ year business size.

- Revamped consumer marketing activities in Nicaragua and Honduras by working closely with Ogilvy Honduras. This doubled the business size in Honduras and led to a new sales peak in Nicaragua.

FRITO LAY

Guatemala

Marketing Analyst

January 2005 – June 2006

In charge of marketing of global brands such as Dorito's, Cheetos, Lay's and many other local brands.

- Broke company's sales record through consumer promotions and new product launches.
- Involved in yearly marketing plans and new copy development with BBDO. Tortrix copy won three Jade Awards, the highest marketing award for advertising in Guatemala.

PROCTER & GAMBLE

Guatemala

Marketing scholar

November 2003 – January 2005

In charge of marketing activities for global brands Ariel, Ace and Fab in Guatemala, and Magia Blanca Bleach brand in Central America.

- Executed trade promotions with double digit results. Analyzed and recommended a price increase strategy for the Fabric & Home Care (F&HC) portfolio in Central America. Managed the marketing budget for F&HC division. Worked closely with Leo Burnett Guatemala.

SKILLS

Computer: Microsoft Word, Excel, PowerPoint, SAP, Lotus.

Language: English TOEFL Ibt 107 and Spanish as native language.

ACTIVITIES

NABLA'S representative in Guatemala's Construction Chamber (2007-2008).

Fundraising for Guatemala's Neurological Institute.