

# DANIEL SERROT

## Contact information:

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## Positions

**Jul'07 – Present**

- **University Torcuato Di Tella (UTDT)**

- Business School Development Director. I direct and coordinate different projects and tasks that are cross-functional to all the different programs within the Business School looking for synergies, optimizing resources and improving the general operations of the School.

**May'08 – Present**

- Teaching Professor of “**Organizational Behavior**” for the 3<sup>rd</sup> year of the Degree in Business Economics.

**Mar'07 – Present**

- Teaching Professor of “**Management**” for the 3<sup>rd</sup> year of the Degree in Business Economics. In 2007 I was awarded the “Premio al Mérito Docente”.

**Aug '99 – Present**

- Teaching Assistant to Prof. Luis Pereiro in the subject “**Entrepreneurship**” for the last year of the Degree in Business Economics. On 2007 I acted as Teaching Professor as Prof. Pereiro was on his sabbatical.

**Aug '99 – Dec' 04**

- Teaching Assistant in the subject “**New Business Development**” for the 2<sup>nd</sup> year of the MBA Program, where I was in charge of a computer-based business simulation for start-ups.

**Sep '04 – Jul'07**

- **Páginas Amarillas - Yell Group // A former company of Telefónica / TPI Group**

Business Development Manager. Páginas Amarillas is the telephone directory and added value company in Argentina of the British Yell Group, previously owned by Telefónica and TPI Group. Yell Group also runs businesses in USA, Europe, Peru and Chile. My position as *intrapreneur* consisted in analyzing different projects, to prepare the complete business plans and conclude whether the business should be launched or not. I have a team of three direct reports with whom we prepare all the research for the new businesses. In 2005 we have launched 8 “pocket guides” to use outside the house and 5 Argentinean tourist guides branded “Viajar Hoy” targeted for top international tourists coming to Argentina, with excellent economic results and user acceptance. I also temporally had the responsibility to define the prices for all different types of advertisements in all our products.

**Jan '03 – September'04**

- **Shell Oil Products Latin America**. Brand & Communications (B&C). -Planning & Monitoring for Latin America. My main responsibility was the planning of Marketing budgets and monthly control of the actual Marketing expenditures for all Latin American countries, identifying opportunities for savings or reallocations. Besides, I acted as a coordinator within the B&C team as I directly reported to the Latin America B&C Manager. Among other responsibilities were: J.Walter Thompson Fee 2004 Negotiation (Creative Agency), Marketing Planning Process 2005, Opex Bay Implementation and to participate in a Global project.

**Feb '99 – Dec'02**

- **Shell CAPSA**. I joined Shell in February 1999 as a High Potential newcomer to work as Retail Sales Consultant. My main responsibility was to constitute the business relationship with 40 gas stations located in Buenos Aires. The objective of the position is the sale of fuels, oil and other products and services through the gas station network, maximizing their profitability and that of Shell. Among other

responsibilities are: to prepare all the commercial contracts to be signed with retailers, to organize courses designed to retailers and retailers' employees, to check that all the operational and safety standards are strictly accomplished, to control the correct payments of all the invoices of the retailers, to look for guaranties so as to enable credit limits to retailers, to be aware of competence's actions in the area, to weekly track competence gas stations' fuel prices, to detect market opportunities to build up new gas stations and to prepare and follow up the area budgets on operating and capital expenditures.

**Jan '98- Mar '98**

- **Citibank N.A.:** I had a three-month internship at Cash Management Area. I managed some of the customer accounts of the bank and participated in the development of a new banking product.

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### Education

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| 2005 - 2006  | University Torcuato Di Tella | Buenos Aires, Argentina. |
| • Master in Finance                                      |                              |                          |
| 1995-1998  | University Torcuato Di Tella | Buenos Aires, Argentina. |
| • B.A., Business Administration with Minor in Economics. |                              |                          |
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