

MARCO ROJAS

Mobile: +51 9814 20542 | www.linkedin.com/in/marcoarojas/ | mrojas2007@gmail.com

Executive trilingual with more than 20 years of experience in transnational companies leading commercial areas at the corporate level, in management positions, in the real estate, technology, services, and mass consumption sectors. Specialist in product development, project management, business development B2B and B2C. Expert in P&L management, strategic and commercial marketing, and investor management. Broad strategic vision, results-oriented leadership, generating impact and influence and excellent interpersonal relationships. Bilingual business administrator with MBA (HULT INTERNATIONAL BUSINESS SCHOOL – BOSTON, US).

- Strategic and Commercial Plan
- International Experience
- Key Account Management
- Business Development
- Marketing | Trade Marketing
- Project Management
- B2B | B2C Business
- Digital Marketing
- Investment Funds

PROFESSIONAL EXPERIENCE

BLOCK ASSET MANAGEMENT | www.blockassetmanagement.com | South America / Luxembourg

The world's first blockchain and digital asset (Bitcoin, Intelligent Contracts DeFi, Metaverse, NFTs, etc.) fund of fund

VP Business Development Manager | South America

2024 – 2025

FIBRA ACTIVOS INMOBILIARIOS – (REITs) | www.fibra.com.pe | Peru / Chile / Colombia

Most important Real Estate Asset and Investment Fund Manager in Peru with managed capital of USD\$400MM.

Senior Business Development Director

2022 – 2023

- Responsible for identifying investment opportunities in the logistics, warehousing, industrial, premium office, residential housing, land development, and multifamily projects sectors.
- Invest capital from Investment Fund III in warehouses, industrial solutions (build-to-suit or leaseback), land/industrial leasing, multifamily (rental housing), for-sale housing (new partners), retail, office, and hotels. Attract and evaluate new business models and investors to the platform. Financially evaluate each business prospect and conduct the corresponding market research

ENTREPRENEURSHIP | www.corbus.com.pe | Peru

Entrepreneurship in the real estate business with 9 residential projects and an investment plan with international real estate funds.

Director

2019 – 2021

Codevelop and coinvest 6 residential projects and responsible for creating, developing the strategic plan for two real estate brands associated with the construction company "Corbus" www.corbus.com.pe, with more than 45 years of experience in the Peruvian market. Full responsibility for the business, and management of the project from land search, architecture, and construction, structuring and financial flows, development of commercial concept, market research, marketing, and relationships with investors and banks. Reported to Partners and had 7 direct reports.

- Design of a USD 166M investment pipeline with projected sales of USD 1,285M in "modern" Lima, attracting various foreign real estate investment funds (7 Bridges Capital Partners, Peninsula and Paladin).
- Leadership of three real estate projects: 1 residential in Lima, other in the beach and the last one countryside, with a sales value of USD 24M, managing the project, directing the architectural design, P&L of the project, commercial management, and negotiation with banks.

GRUPO OCTAGON | www.grupoctagon.com.pe | Peru / USA

Boutique real estate company that develops residential and commercial projects in Lima. Approximate turnover USD 110M.

Business Manager

2015 – 2018

Responsible for the search and purchase of land, architectural designs, spaces, preparation of financial flows, financing structuring, development of commercial concept, market studies, and financial results of 4 real estate projects: Ocean Reef (San Bartolo), Boutique Offices (Barranco), The Modern (Barranco) and The Grand (San Isidro) in Lima, Peru. Reported to the Partners of the Company and had 4 direct reports.

- Leadership of new investments in real estate thanks to the raising of USD 15M capital through local (Adcap) and foreign real estate investment funds (Peninsula and James Town), with projected sales of USD 85M for 3 projects for the period 2018 - 2024 and an investment pipeline of USD 45M.

GRUPO CARAL & CENTURY 21 | www.grupocaral.com.pe / www.c21.com | Peru / USA

Grupo Caral: Real estate company focused on development aimed at socioeconomic segment B, with more than 12 years of experience and 2,500 apartments completed. Century 21: Global real estate company founded in 1971, with approximately 7,100 independent operating offices in 74 countries.

Business Unit Manager**2012 – 2014**

Responsible for new business and project management from land search, architecture, construction, structuring and financial flows, development of commercial concept, market research, marketing, relationship with investors and banks. Leader in the negotiation of the purchase of the master franchise for Peru from the Realogy Corporation. Management of the strategic plan, as well as the relationship with associations of real estate agents, developers, builders, and government. Report to the Steering Committee and had 4 direct reports.

- Implementation of the business plan for 2013-2018, conducting consumer market studies, brand development and the comprehensive business plan that led to an investment pipeline of USD 14M and projected sales of USD 63M.
- Leadership in the sale of the master franchise to a Venezuelan group, currently operating with 42 offices nationwide, generating a profit of 200% vs. the amount invested.

CRAWFORD AFFINITY | www.crawco.com | Peru / Chile / USA

The world's largest independent provider of outsourcing and claims management solutions globally, with more than 9,000 employees in 70 countries around the world. Annual billings of USD 292M.

Commercial Manager**2010 – 2012**

Responsible for the management of the commercial department, P&L, after-sales, and supervision of the organization, proposing a new strategic plan, implementing a sales plan to various clients, mainly insurance companies, banks and department stores (B2B). Reported to the Regional Director of Latin America, based in Chile, and 6 people in charge.

- Renegotiation of commercial agreements and generation of new business relationships with existing and potential clients, increasing sales by 26% during fiscal year 2010-2012 (USD 3.5M).
- Development of strategies that increased the penetration of services in target channels during 2010-2012 with an increase in revenue from USD 1.2M to USD 2.7M.
- Implementation of new service offerings to meet new product requirements, through monitoring and compliance with key service deliverables to meet contractual SLA (96% customer satisfaction).

EF EDUCATION FIRST | www.ef.com | Colombia / Brazil / USA / Switzerland

World leader in international education offering study abroad, language learning, cultural exchange and academic programs around the world. Annual turnover of USD 9B and 52,000 employees in 116 countries.

Country Manager**2007 – 2009**

Responsible for the strategic development of the organization, coordinating daily sales, marketing activities, staff development, information systems and P&L control. Reported to the Vice President of the Company, located in Lucerne, Switzerland and managed 39 people and 19 representatives at the national level.

- Opened a new office in Medellín and recruited new sales representatives, which generated a 22% increase in headcount and increased revenue by 27% vs PY during 2008.
- Development of new alliances and commercial agreements with government entities, financial entities, airlines, universities, and travel agencies, which increased sales by 17% vs. PY, representing USD 32M in sales in 2009.

ABB – ASEA BROWN BOVERI | www.abb.com | Peru / Chile / Brazil

Technological multinational corporation that specializes in robotics, electric power generation, automation, industrial equipment, motors and other electrification and engineering technologies. It operates in more than 100 countries and employs more than 149,000 people. It has a turnover of USD 29B.

Senior Business Development Manager**2004 – 2006**

Responsible for managing multi-functional teams, including manufacturing, sales, technical support, and projects. Development of new relationships with potential customers, promoting increased sales of products and services. Reported to the General Manager of the Company and managed 85 people.

- Leader in the management of the main key accounts in Peru and the region (Phelps Dodge, AngloGold, Goldfield, Newmont, BHP Billington, Sudamericana de Fibras & Aceros Arequipa) securing USD5.6M of income.
- Generation of annual sales of projects and services worth USD 7.6M through the capture and maintenance key accounts.

TERRA NETWORKS & LYCOS LLC | www.terra.com | www.lycos.com | South America / Brazil / USA

Largest internet service provider and value-added service in the United States, Spain and 16 Latin American countries. Terra acquired Lycos, a U.S. portal and by that time (April 2000), *Lycos was the third most visited portal in the U.S at that time*. Lycos, Inc, offers a search engine, web portal, chat service, domain name registration service, and email client

New Product Development & Key Account Manager**2003 – 2005**

Responsible for driving revenue growth, increasing market share, and developing strategic initiatives for both core Internet Service Provider (ISP) (cable and ADSL) and Value-Added Services (VAS) offerings. My role involved a blend of hands-on sales, strategic

planning, team leadership and cross-functional collaboration (technology, systems, sales and cobranding with Telefonica) to position the company for success in a highly Peruvian competitive market and work closely with other Latin American countries seeking synergies.

- Negotiated a deal with leading antivirus company McAfee, driving an 18% increase in gross margin revenue per customer and replacing the previous Panda Antivirus agreement
- Launched strategic alliances with major brands like Walt Disney and Real Madrid, pioneered the first multiplayer online gaming service (Terra Games) two years before Xbox Live, and introduced the first paid music download service (SONORA) two years ahead of Apple's iTunes.
- Led a cross-functional team to boost revenue from \$3.5M to \$5M through new marketing strategies for corporate clients. Oversaw the launch of 9 new products and services, including ADSL and SVAs, while managing a \$5M sales budget and developing a pricing strategy. Successfully opened new sales channels, generating an additional \$3M in revenue.

THE COCA-COLA COMPANY | www.coca-colacompany.com | Peru

American multinational beverage corporation, better known as Coca-Cola. It has a turnover of USD 37B and has 146,200 employees.

Key Account Manager

2000 – 2003

WARNER-LAMBERT (PFIZER) | www.pfizer.com | Peru

1998

Multinational Corporation that had three business units: Adams | Pharmaceutica | OTC. In 1999 it was acquired by Pfizer.

Assistant Brand Manager: Assisted in the management of brands (OTC): Listerine, Caladryl, Sinutab, Benadryl, Benylin and Lubriderm

BELLSOUTH LLC (AT&T LLC) | www.att.com | Peru

1994 – 1998

AT&T is a major provider of wireless services, home internet (including fiber), and other telecommunications products and services

Sales Executive: Sale of cellular and wireless services, home internet (including fiber) equipment to c-level executives | B2B corporations

EDUCATION

- **PLATZI:** Diploma in IA, Tokenization, Prompt, Crypto, Blockchain, Web3, DiFi, NFTs, SCs, Gemini, etc.) **2025**
- **ESAN:** Master in Real Estate Management and Administration (MDI) | Peru **2013**
- **HULT INTERNATIONAL BUSINESS SCHOOL.** Master in Business Administration (MBA); Boston, MA, USA **2006 - 2007**
- **UNIVERSIDAD DE LIMA.** Bachelor in Business Administration, Upper Third | Peru **1994 - 2009**
- **UNIVERSITY OF SYDNEY | UTS | NSW (Australia),** English for Business (Advance) | Preparation: IELTS, TOEFL Exam **1998**