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Summary

Throughout my career, I've humbly embraced the roles of marketer and operations manager, where my aspirations have blossomed into tangible results. Guiding entities in tourism, medical education, and event management, I've aimed to foster growth through thoughtful leadership and a steadfast commitment to our shared goals. My professional path, enriched by experiences in over 20 countries, has deeply rooted my work in cultural sensitivity and a broad worldview. Now, as I navigate the confluence of technology and innovation, my efforts are geared towards employing AI to make meaningful advancements in medical associations and beyond. With more than three years dedicated to AI and digital solutions, I've come to value the profound influence of technology on both individuals and organizations alike.

Experience



General Manager

Mind Technology Company

Jan 2018 - Present (6 years 2 months)

We provide Professional Medical Associations the latest in digital marketing technology, content development, and strategic consulting services to enable your organization's message of health care innovation and professional education for doctors worldwide.

Our services include: Email Marketing, Web Design and Development, Social Media Management, Virtual Events, Paid Digital Ads, Strategic Consulting.



Operations Manager

Travel Center S.A.S

Sep 2022 - Feb 2024 (1 year 6 months)

Providing the board of directors support in defining and executing the strategic plan of the company by empowering each area with the proper action plan, knowledge, and tools necessary to sustainably grow the company.



Project Manager

Speedy Doctor

Apr 2022 - Jun 2022 (3 months)

Ever found yourself abroad struggling to find a doctor to answer an immediate concern about your health? In your language?

Speedy Doctor is a start-up that aims to connect doctors from around the world and patients to solve privately and instantly health-related, non-life-threatening, questions. Connect at an instance with world renowned doctors and stay in control of your health and liberty.

Creative Marketing Manager

Shakti Moda Consciente

Jun 2019 - Feb 2020 (9 months)

Co-founder Responsible for strategic addressing, corporate communication, structuring and execution of the marketing and marketing plan.

- Brand Essence Construction,
- Lead the team in the creative process,
- Contact and relationship with industry,



Industry and Sales Relations Specialist

Kenes Group

Sep 2018 - Dec 2019 (1 year 4 months)

Responsible for managing everything related to sponsorships and industry relations for various congresses in Latin America.

- Define the commercial strategy of the event,
- Identify anchor laboratories,
- Preparation of sponsorship manual,
- Preparation of exhibitor manual,
- Identification and construction of databases of potential leads,
- Negotiation and closing of business.

Responsible for the sponsorship of the following congresses:

4th International Congress of the Astorga Oncology Clinic - Panama City, Panama - June 2019

4th Latin American Congress of Hepatopancreato Biliar Surgery - IHPBA - Lima, Peru - September 2019

XII National Congress of Critical Medicine and Intensive Care AMCI - Bogotá, Colombia - May 2019

4th Congress of Dermatological Specialties and II TeraCILAD - Cartagena, Colombia - October 2019

XVII Latin American Diabetes Congress ALAD 2019 - Dominican Republic - November 2019



Freelance Marketing Consultant

Kenes Group

May 2017 - Dec 2017 (8 months)

Support the efforts of the Business Development -

- Preparation of commercial proposals,
- Business Intelligence,
- Preparation of sponsorship manuals,
- Survey of databases and structuring of agendas.
- Pre-feasibility reports of the event.
- Analysis of venues and venues for events.
- Quotes and budgets for events.



Commercial Intelligence Analyst

Centro de Eventos Valle del Pacífico

Jan 2015 - Aug 2015 (8 months)

Generate competitive market studies, which provide the key and necessary information to know the economic and social environment of a region, in order to devise and execute events. Provide the commercial area with the necessary information to capture events. Coordinate the Tourist Information Point of FONTUR located on the premises. Provide support in the preparation of reports for the Board of Directors. Support the logistics staff in the required tasks.



Intern

PROCOLOMBIA

Jun 2014 - Jan 2015 (8 months)

Provide support in calls, events, and operational tasks for the different axes of the entity, making reports of the different potential markets according to the product. I was in charge of generating market reports for the different clients. In addition to being in permanent contact with the main economic actors in the region.

Education



Universidad Camilo José Cela

International Marketing of Products and Services., Marketing and Sales

2015 - 2016



Le Wagon

Full-Stack Web Developer, Web Page, Digital/Multimedia and Information Resources Design

Apr 2022 - Jun 2022

Full-stack Developer Bootcamp is designed to learn about:

Ruby on Rails Framework

Javascript

HTML

CSS/SCSS

SQL

Bootstrap

Deployment of web apps.

Figma

AJAX



EAE Business School

Master in Marketing & Commercial Management, Business, management, marketing and related disciplines

2015 - 2016



Pontificia Universidad Javeriana

Business Manager with emphasis on International Sales & Business Creation. , Business Management

2010 - 2015

Magis Scholarship Student during the whole career.

Philadelphia International School

Bilingual High School Graduate, English & French as Second and Third languages.

2007 - 2010

Best State Test Scores 2010

TOEFL 95

Licenses & Certifications



Procolombia Export Training Program - Specialized Level - Products -
PROCOLOMBIA



Procolombia Export Training Program - Specialized Level - Services -
PROCOLOMBIA



Marketing Foundations - LinkedIn



Strategic Thinking - LinkedIn



Selling with Stories, Part 1: What Makes a Great Story? - LinkedIn



Event Planning Foundations - LinkedIn



Accelerated Freefall Course - U.S. Parachute Association (USPA)
1144058209



Divemaster (DM) - SSI Scuba Schools International
3445882

Skills

Marketing Strategy • Business Strategy • Growth Strategies • Cultural Awareness • Management •
Foreign Languages • Accounting • Tourism • Consulting • Research