

Jordhy Ledesma

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Summary

Award-winning eBusiness professional.

- Over 15 years of multinational experience across eBusiness, marketing and product management.
- Elite MBA Education, Darden Graduate School of Business, University of Virginia.
- Former Internet marketing advisor for the Dominican Presidency and the Dominican First Lady.
- Architected and implemented eCommerce initiatives that led to 800M+ dollar increase in revenue.
- Mastery of information management solutions (databases, middleware and reporting tools).
- **Core competencies:** Demonstrated ability managing a team of technologists and consultants. Strong written and verbal communication skills. Corporate presentation, client service and technical writing skills. Comprehensive data management and business analytics know-how.

Professional Experience

Information Providers Santo Domingo, DR

2002-Present

Online Producer and Founder – eBusiness Consulting and Development

- Launched and led South American Internet consulting practice providing web development and design, web applications and social media strategy and implementation; grew to 120+ institutional clients.
- Produced the biggest eCommerce website, the most visited fast food franchise website and the third and fifth most visited governmental websites of the country.
- Designed and implemented several large scale operational data stores (multi-million record instances) for financial services clients (SQL Server and Oracle).
- Strategized and directed the launch and construction of the second most visited website in the history of the Dominican Internet (Miss Universe DR 2004, right after the country won the Miss Universe Pageant in 2003).
- National World Summit Awards Winner. Nominated for “Best Global e-Government Solution” (World Summit Awards 2005).
- Prominent clients include: UNESCO, Occidental Hotels, Dale Carnegie Training, Carrefour, Miss Universe Dominican Republic, The Dominican Presidency, The Dominican First Lady Dispatch, The European Union and The Dominican Superintendence of Banks.

Darden School of Business Charlottesville, VA

2012-2013

Case Writer “Best Buy: Investing in Language Learning”

- Wrote a case study focused on eLearning and eCommerce competition via multilingual stores.
- Published in October 2012 and revised in 2013
- Incorporated to the Harvard Business Review library of case studies.
- Reported as one of the best-selling and most influential academic business cases in America by Bloomberg BusinessWeek in 2013.

Lendstreet Financial Charlottesville, VA

Summer 2011

Senior Engineer - Product Development

- Designed product-marketing strategy (multichannel/social media) through extensive technical research.
- Oversaw technology rollout and analyzed both quantitative and qualitative metrics for product improvements.
- Successful pilot led to \$38M in loan funding after strategic meetings with VCs, angel investors and banks.

Productivity Point International Santo Domingo, DR
Associate Trainer for Adobe Technologies

2002-2004

- Mentored and trained and close to a hundred Internet technicians and web masters.
- Clients: The Embassy of the United States in the Dominican Republic, Tricom and The Reserve Bank of the Dominican Republic.

Deloitte Santo Domingo, DR
eBusiness Consultant

2001-2002

- Consulted for The Dominican Stock Exchange, The Dominican Central Bank, Centennial Telecommunications, Viamar, The Dominican Nautical Club, Aerodom (Las Americas International Airport), EPS International, etc.
- Created and helped implement IT strategy for biggest Dominican courier service; automated all operations, which significantly reduced operating costs.
- Evaluated the information systems of the Central Bank in the largest information systems audit executed by the firm. Identified redundancies, suggested upgrades, brought services online and saved bank millions in costs.
- Pioneered the e-Business consulting practice of Deloitte in the country.

Tarek for Publishing and Advertising Giza, Egypt
Webmaster

1999-2000

- Collaborated with international staff members to transition magazine from print to online.
- Managed social media, email and general marketing eStrategy for 100K-subscriber base.
- First Webmaster of the most read English magazine in Egypt.

Honorary Appointments

Judge, WebAwards 2014 West Simsbury, Connecticut

2014

The Web Marketing Association creates a high standard of excellence for Web site development and marketing on the Internet with its prestigious competitions.

- Judged the eBusiness productions of Microsoft, British Petroleum, Hilton Hotels, Chrysler, The Wildlife Conservation Network among others.
- Member of the Web Marketing Association

UVA Representative - DuckDuckGo Search Engine Paoli, PA

2012

Privacy-focused search engine funded by Union Square Ventures. Time Magazine 50 Best Websites 2011.

- UVA-bound marketing efforts leadership
- Contributors recruitment and training

Social Media Manager - Alley NYC Manhattan, NY

October 2012

Biggest co-working space for startups in NYC. Premier forum for VCs, high-growth early stage startups and new technology incubation.

- Social media management (75K+ members across all channels)
- SEO, SEM and event promotion
- Contributed to crafting the brand's social media strategy

Vice-president/Board Member - Progreso Business Center Santo Domingo, DR

2008-2010

Iconic commercial plaza and business center of the Santo Domingo Metro Area (105,000 SQFT).

- Analytical campaign leadership that led to the installment of a new president
- Interfaced with hundreds of tenants to reduce accounts receivable by 25%
- Strategic planning for the new financial system implementation and several large-scale maintenance projects.

Web Designer for Miss Universe Dominican Republic Santo Domingo, DR **2004 – 2007**

The pageant selects the queens that will compete in Miss Universe.

- Created the Miss Internet Prize.
- Evangelized for the pageant in national media.
- Managed the Internet Marketing campaigns of the selected queens.
- Led the reorganization of the pageant online portal and yearly magazine.
- Dominican Republic won the Miss Universe pageant in 2003 and had a vice-queen in 2005.

Chief of Delegation - Organization of Ibero-American States Venezuela and El Salvador **2000 – 2002**

The Organization of Ibero-American States for the Education, Science and Culture (OEI) is an international organization for inter-governmental cooperation between the Latin American countries in the field of education, science, technology and culture in the context of the integral development, democracy and regional integration.

- Led the Dominican team to two bronze medals and 4 honorable mentions.
- Designed the first problem proposed by the Dominican Republic to the Iberoamerican Math Olympiad. The problem was selected and considered for inclusion in the competition.
- Trained over 200 promising mathematicians and selected the best four to represent the country.
- Gained acceptance to the International Math Olympiad (IMO) for the Dominican Republic.
- Organized the participation of DR in the Centro-american Math Olympiad and in the “Mayo” Math Olympiads.
- Served as international judge in the competitions.

Education

Darden Graduate School of Business, University of Virginia Charlottesville, VA **May 2012**

Master of Business Administration

- Recipient of The Batten Entrepreneurial Scholarship (120,000 US\$ - 1 of 5 awardees selected).
- 1st Place Winner of M&A Finance Competition, Littlefield Operations Competition and Venture Capital Pitch.
- Selected by Entrepreneurship Club to serve as mentor to two start-up companies in retail and clean-tech.
- School ambassador via Twitter also featured in several school publications.
- Member: Marketing, Tech, Entrepreneurship and Latin American Clubs.

Pontifical University Mother and Teacher, PUCMM Santo Domingo, DR **August 1999**

B. E. in Systems Engineering, Cum Laude and Top 5% of the Class

- Recipient of three full tuition scholarships.
- Collegiate Chess Tri-champion.
- Country Mathematical Olympiad Winner (1995).
- Chief of Delegation/Coach – National Math Team (2000, 2002).

Loyola Polytechnical Institute San Cristóbal, D.R August 1995

Associate in Digital Electronics

- Top 5% of the Class.
- Merit Medal of Honor, 1994.
- Student of the Year Prize and Academic Excellence Prize.
- National Math Olympiads Champion, 1995.

Additional Highlights

Technical

- Programming: Coldfusion, C and PHP Expert.
- Database: Oracle and SQL Server Expert trained under Microsoft and Oracle curriculums.
- Internet Marketing: SEO, SEM, Social Media and Web Analytics thought leader.
- Market Analysis: Proficient in several marketing intelligence/statistical analysis tools including Cognos BI, Sawtooth, SPSS, Qualtrics, Oracle Crystal Ball and Oracle Reports.

Certifications and Skills

- Microsoft Certified Professional since 2001.
- Adobe Certified Professional since 2002.
- Brainbench Certified Web Designer (BCIP) since 2002.
- eBusiness skills benchmarking: <http://smarterer.com/jordhy>.

Social Media

- Klout score: 73.
- Twitter followers: 15K+.
- LinkedIn connections: 2K+.
- Blogger since 1995.

Artistic

- Poet selected and profiled for the “Second International Encounter of Poets” (2009), Costa Rica.
- Short-story teller selected and profiled for the first “National Short-Story Biennial” (2009), Dominican Republic.
- Profiled in Freebase, Answers.com and several encyclopedic sites across the Internet, several poems preserved by the archive of the San Ramón, Costa Rica municipality.