

Personal Description

Last names :	Etchegaray Avallone
Name :	Pedro José
Office Address	Santiago de Chile 1286
Home Address :	Convención 1554 – Suite 102
City :	Montevideo – CP 11200
Country :	Uruguay – South America
Professional Phone :	+ (598-2) 900 60 10
Professional Telefax :	+ (598-2) 903 2985
Home Phone :	+ (598-2) 908 0490
Cellular telephone :	+ (598-99) 592802
Email :	etchegaray@adinet.com.uy
Web page:	http://www.etchegaray.webya.com.uy



Passport number :	01.388.570-0	Birth's date :	09/21/1960
Civic Credential :	AIA 11754	Civil state :	Married - 1995
Nationality :	Uruguayan	People in charge :	1 (my wife)
License Driver :	1A 1388570-0	Children:	None

Resume's Organization

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ■ Academic formation (Page 2) ■ Extra-academic formation
(Page 2 – 4) ■ Professional laboral experience
(Page 4 – 8) | <ul style="list-style-type: none"> ■ Languages (Page 9) ■ Summarized profile
(Page 9 – 10) ■ Personal expectations
(Page 10) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Academic formation

10/11/1983	Professional title	Systems Analyst Programmer of the career Systems Engineering
	Granted by	Faculty of Engineering of the University from Republic Oriental of the Uruguay (D)
01/19/1982	Professional title	Public Auctioneer's Number 3676. Required by the Government to fulfill regular auctions (D)
	Granted by	Ministry of Work and Social Security (D)
1979 - 1983	Career Professional	Studying Systems Engineering at the Faculty of Engineering of the University (D)
	Granted by	Faculty of Engineering of the University from Republic Oriental of the Uruguay
1977 - 1978	Professional title	Bachelor of Sciences. Achieving high qualifications that enabled direct admission to University without requirement of submitting previous aptitude exam
	Granted by	Public High School Nbr. 34 of Scientific Orientation

Extra-academic formation

1990 - Present
Permanent technical and commercial training in products, solutions and technologies related with the activity of companies in which that I have worked and consult now as in the past.

Habitual attendance to courses, seminars, and more recently, courses at distance through internet, related with the areas of: marketing, technical support, installation and maintenance of all the products in whose commercialization I have participated.

My technical profile, interested in deepening on the new technologies, besides being proprietor and Director of companies, it has allowed that it maintains up-to-date my knowledge, achieving a personal technical versatility that has allowed me to optimize the tasks and reduce operative and structural companies costs in moments economically difficult of the market, without affecting the service to the clients, and improving the comparative profitability.

More information, read "Lhpen.pdf" document that you can download from <http://www.etchegaray.webya.com.uy> clicking over "Labor history as Professional" button at that web site.

02/08/1993	Seminar	"First Tecnet Seminary at Tecnet "
-	Duration	5 days – 40 hours.
02/12/1983	Organized by	Tecnet tecnologia - Sao Paulo - Brazil
	Exhibitor	Eng. Rogerio S.Alves
06/12/1989	Seminar	"The Unix Operating System".
-	Duration	5 days – 25 hours.
06/16/1989	Organized by	Interfase
	Exhibitor	Eng. Fernando Brum.
06/02/1989	Seminar	"Unix: past, present, future."
-	Duration	3 days – 15 hours.
06/04/1989	Organized by	Interfase
	Exhibitor	Dr. Patrick O'Callaghan.
08/24/1987	Seminar	"Security and Privacy in Computer science". (D)
-	Duration	4 days – 12 hours.
08/27/1987	Organized by	Escuela de Informática
	Exhibitor	C/N (C.G.) Eng. Reynaldo de la Fuente.
12/30/1986	Professional title	Analyst of Organization and Methods
	Granted by	National Center of Technology and Industrial Productivity - Ministry of Industry and Energy. Ministry of Work and Social security.
	Duration	60 hours of theoretical courses and 5 practical projects.
11/30/1984	Title	Systems Auditor.
	Granted by	Ibm del Uruguay S.A.
	Prepared by	The Institute of internal Auditors, Inc
	Developed by	Stanford Research Institute
	Duration	60 hours of theoretical courses and 3 practical projects.
11/08/1982	Seminar	"First National Encounter of Computation". (D)
-	Duration	5 days – 20 hours.
12/12/1982	Sponsored by	20 companies of high technology and Banks that exposed solutions and strategies
	Organized by	Cr. Diego Veira Grasso, General Manager of Ediguay S.A., CPD of Banco Comercial.
04/14/1981	Professional title	RPG II DOS/370 Programmer for Systems IBM S/32/34/36/38 and mainframes S/370 and 43XX series.
	Granted by	Ibm del Uruguay S.A.
	Duration	Course based on Self-study technical manuals, 20 hours of practical test and a final approval Exam.

01/31/1978	Approved course	"Effective Speaking and Human Relations" (Comunicación Eficaz y Relaciones Humanas).
	Granted by	Dale Carnegie & Associates, Inc - U.S.A.
	Duration	42 hours, studied in 12 weeks. Method based on 1 session per week of 3 and half hours per session.

Professional working experience

1983 – ...



Softec.
Co-founder and Director

In 1983, recently obtained the university title of **Systems Analyst Programmer** in the Faculty of Engineering, and due to the lack of opportunities to work in the new micro-computer area (in Uruguay, few believed in the future of the PCs applied to the business), I join to another partner of studies and we form Softec, our own company.

Up to 1990 I specialize in developing software of commercial applications and administration for micros (PCs), market where there was not competition then. Meanwhile, we continue working in Banco Comercial, **our main source and maintenance entrance.**

In 1990, the growth registered by Softec transforms it in my main source of revenues, requiring bigger dedication on my behalf to continue this process.

For this reason, I renounce to Banco Comercial, where I occupied the highest position existent technician in the specialty, and where I worked comfortably.

My full time incorporation to Softec, provokes in the company, a marked growth at technological and commercial level in areas where there is computer integration as:

- Graphics Arts and Prepress
- Banking Automation
- CAD & CAM
- Signmaking and Gigantographic
- Communications & Telecommunications
- Structured Wired
- Users training in special PC's software.
- Applications and databases software and Web sites developing.
- Assembling of PCs and Servers
- Hardware & Software Technical Support.
- Network, Operating Systems and Base Software installation

In **1991**, to extend the market of the represented products and to achieve that other competitors from Uruguay also sold our solutions, I found a new independent company that joins the representations of Softec, strategically with the mission to promoting, support technically and sell products represented exclusively to the growing network local distributors. **Infotec S.A. has born.**

From 1991 to 1998, a new commercial outline is adopted where **Infotec S.A.** acts as the representative of the international companies, giving support and sale exclusively to resellers, and Softec works like a company that implements, installs, supports and sells technological solutions from any origin to the final users.

In 1998, the globalization, added to the reduction of profit margins, and the internet advance, make unnecessary and very expensive to maintain the duplicated structure. To reduce operative and structural costs **Infotec stops to operate** and **Softec** recaptures all the international functions.

More information, read "Lhpen.pdf" document that you can download from <http://www.etchegaray.webya.com.uy> clicking over "Labor history as Professional" button at that web site.

1991 - 1999



Infotec - CEO/President.

Infotec is created as new independent company, to increase the sale of represented products, by means of their commercialization through the creation of a wide chain of distributors, and to improve the penetration of these brands in the market,

This strategy achieves that companies like **IBM de Uruguay S.A., Arnaldo C. Castro, Compaq Uruguay (Minelan S.A.)**, promote and sell products that until then, only were marketed by Softec.

I highlight as important the following personal achievements of my administration:

- **Important international representations portfolio.**
Conform an **important representations portfolio**, integrated for more than **40 first line international technology companies**, with which subscribe joint-ventures, technical support, subsidiaries and regional representations agreements.
- **National Wide Network technological reseller distribution.**
Create a **national network distribution** that reached more than **150 companies resellers specialized in computer**, in the mayor activity.

Local leadership.

Achieve that the company **leads technological vertical local markets as:** Bank automatisms, Graphic Arts, Signmaking, Pre-press and Image Digitalization.

Wide convocation capacity for the press. To be News.

To gain protagonism at the press, thanks to the **organization, programming and execution of great quantity of public events of promotion and marketing** public events in the technological area.

Deep knowledge of the companies and managers of the local technological market.

The special personal attention offered to the local resellers, facilitating the selection of appropriate strategies of commercialization, as well as the access to the creation and generation of new business, it has offered me a wide, deep and friendly knowledge with the Owners and Managers of the companies.

Detailed knowledge on products forms to make business, companies and managers leaders of the international technological market.

The antecedents, references and personal prestige achieved during many years of making international business with companies and managers of the technological sector, constitute a powerful tool to reach quickly agreements of business with new technological companies interested to progress in the Uruguayan, Latin American or regional (Mercosur) market, by the management of a competent operator.

At the end of 1998, the market accepts a commercial outline where the same company acts as wholesaler and reseller, and then, to reduce operative and structural costs, I stop to operate with Infotec and to pass its logistics to Softec.

The detailed knowledge about the technical, marketing, support, management and direction activities developed for more than 18 years, mainly in companies as Softec and Infotec, it offers an adjusted closely idea about my knowledge, skills and aptitudes.

More information, read "Lhpen.pdf" document that you can download from <http://www.etchegaray.webya.com.uy> clicking over "Labor history as Professional" button at that web site.



1976 – 1990.

Banco Comercial

With 15 years of age, I approve the admission examination for the position of Assistant in Banco Comercial, where, I enter to the position of Meritorious because I was a child. During 14 years development the following functional career:

- **1990 Renounce voluntary** to offer full time dedication to Softec
- **1986** I am promoted to specialized technical position **System's Analyst with University Title**
- **1985** The Directory of the company decides to create the **Organization and Methods Dept.**, as consequence of my 1983 personal report.
- **1984 Office Sub-Manager** at Foreign Business Department
- **1979 Assistant at** Foreign Business Department
- **1976** Start to work in the position of **Meritorious with only 15 years of age**, in the Foreign Business Department, making Assistant works.

The experience and knowledge acquired during my performance in the Commercial Bank, in a formative stage of my life, transformed it into the best school that a professional in formation could want.

Having died my parents when I was very young; in the Bank I forged my character and permanent disposition to assume and to develop new challenges.

At Banco Comercial, I learned how to work inside a great organization integrated by 800 employees, and I occupied from the lowest position until the highest technical position, and being (when I retired) the youngest hierarch in the company.

I learned how to receive, complete instructions, to discuss, and also to manage to other people, inclusive being direct of people that they were previously my bosses.

Banco Comercial also offered me the indispensable economic sustenance to live, as well as great part of the personal motivation to develop my university career, offering the best possible environment to apply the knowledge later.

Finally, thanks to the permanent contact with the reality during 10 years of work in different sectors of the Foreign Business Department, I obtained the global vision of the world, and I recognized the necessity to speak fluently English.

To know in depth the diversity of tasks and functions performed out during those 14 years, it is convenient to read the independent enclosed document.

More information, read "Lhbeen.pdf" document that you can download from <http://www.etchegaray.webya.com.uy> clicking over "Labor history as bank employee" button at that web site.

1984 – 1988.



Galaxia FM Stereo
105.9 MHz

Journalist, producer, writer and anchor of the radio programs: "Computer world" dedicated to technology & computer (Monday to Friday) and "Economic Weekly publication", summary of the financial and economic movement of the week (Saturday and Sunday) both in schedule of 19.05 at 19.15. **Secondary professional activity.**

1982 - 1983

**Sycom Ltda – Part-time Programmer
in Basic Language for TRS-80®
microcomputer, Models I and III**

Part-time Programmer in Basic Language for TRS-80® microcomputer, Models I and III. at **Sycom Ltda**, exclusive representative for the Uruguay of Tandy Corporation and Radio Shack Corporation. This company was the precursor of the personal computer in the Uruguay, introducing the first equipment TRS-80® microcomputer, Models I and III.

1982 - 1985

**Aquelarre Subastas
Philatelic and Numismatic
Auctions**

First company in Uruguay of auctions specialized in collection pieces at the international style. The idea of creating this company arose fusing my knowledge and personal prestige as collector and philatelic merchant with my profession of public auctioneer.

I execute 14 auctions dedicated at Philately and 2 to Numismatics in Hotel Ermitage, publishing for each occasion the corresponding catalog with pictures of the pieces and distributing it between the collectors and merchants from Uruguay and the world. In those times, it was a great innovation.

When sales and the profitability of the business in front of my other alternatives down, I abandoned this secondary professional activity.

More information, read "Aquelarre" paragraph at "Resume" button in the web site <http://www.etchegaray.webya.com.uy>.

Languages



Spanish

Fluid use of my natural language. Specialized use as technological journalist during years and sporadic journalistic collaborator, and for the permanent preparation of new products presentations for seminars, material translation and marketing advice tasks both internally and to thirds, dedicated to graphic and internet publications.



English

■ 1989 - 2001. **Fluent Technical and Commercial English.**

- ▶ **Conversational English: correct and clear.** Spoken for negotiations, training in courses and seminars and public presentations both in international trips as by phone with international suppliers.
- ▶ **Very good reading and writing.** Bilingual translation English - Spanish / English Spanish to develop presentations in slideshows, manuals and brochures so much technicians as commercial.
- **1986 - Intensive Technical English - Programmed Teaching Institute.** Intensive technical English Course oriented to technology and finance. Duration: 37 weeks. (D)



French

■ 1972 – 1986. **Basic level of French.**

Language learned at level of Secondary Education with excellent qualifications, and as consequence of its frequent reading in specialized catalogs of philately.



Portuguese

- **Basic level of Portuguese.** Learned by their frequent use in different business trips to Brazil, where we attend seminars, exhibitions and we develop technology business.

Summarized profile

To facilitate a quick evaluation of our profile, we synthesize the aptitudes that I have raised, developed and integrated systematically.

- ▶ **Wide experience in Bank Business (14 years)** distributed in 9 years of Foreign Business and Banking Retailer, achieving execution and supervision of tasks and people more 5 years in organization, rationalization, systematizing and re-engineering of different administrative processes.
- ▶ **Creator and Integrator of technological solutions** for banks, business, industry, with more than 18 years of experience integrating different disciplines and generating solutions and productive systems.
- ▶ **Experienced Systems Analyst and Programmer,** with wide experience in field report, distribution of tasks, system's segmentation, software development and supervision of programmers' teams.

- ▶ **Analyst of Organization and Methods**, with vast experience in rationalization of processes and tasks, increment of productivity and cost's reduction, human resource's coordination of different slopes, to achieve the objectives as well as in the re-engineering of processes and companies.
- ▶ **Experienced Technological Consultant**. More than 20 years studying and assimilating new technologies to transmit the information in simple and clear form at executive levels that are not familiarized with these topics, facilitating the right taking of decisions.
- ▶ **Commercial negotiator with more than 12 years of experience** trying directly with local and foreign companies (10 long trips, majority U.S.A., more than 40 direct representations) or via fax/internet.
- ▶ **Experienced system's programmer**, with skills in several programming languages as: Low level (Assembler, C), procedural (Basic, Cobol, Fortran, RPG/II), relational databases Xbase and object oriented (Visual Fox, Recital, SuperBase 4, Fox Base, Clipper, dBase, ASP) in all architectures (central server, client/server, internet, intranet), and other similar technologies running under different operating systems and environments.
- ▶ **Projects**. Design, administration, control, Pert, Gantt, audit and supervision of technological projects and involved technical personnel's teams. Design of plans masters and of contingency.
- ▶ **Marketing, sales and market development**. Creation of high impact multimedia presentations (organizer, scripts, and exhibitor) to promote new products, services and technologies both to specialized markets as massive consumption. Design of plans and penetration strategies in new markets.
- ▶ **Design of brochures, graphic material, and technical manuals translated from and to English**, for their use in conventional and internet marketing.
- ▶ **Technological and educational promoter**. Elaboration of training plans, dictation of courses and seminars about installation, support, use and maintenance of products and services, focused to end users without preparation neither previous knowledge, as to specialized technicians.

Personal expectations

- ▶ **A work position in kindred areas**, from where I continue deepening and upgrading my knowledge and I obtain a remuneration that offers me tranquility.
- ▶ **The kindred areas with my experience and profession are:** Banks and finances, technology, computer science, marketing, sales, audit, rationalization, re - engineering, technology commercialization, technical support, training.