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-M-E-M-O-R-A-N-D-U-M-

DATE: March 27, 2009 090073-TX
TO: Ann Cole, Commission Clerk – PSC, Office of Commission Clerk
FROM: Toni J. McCoy-Earnhart, Regulatory Analyst II, Division of Regulatory Compliance
RE: Docket No. 0900734-TX; Lleida.Net USA, Inc.

Please add the attached managerial resumes to the docket file.

Call 413-6532, if you have any questions.

Attachments

DOCUMENT NUMBER-DATE

02756 MAR 27 8

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Marta Sesmero García

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Place of birth: Zaragoza, Spain

OBJECTIVE

To secure a career in the area(s) of **Marketing and/or International Business**.

EDUCATION

- **Master in International Business Management** by ICEX, Madrid 2007.
 - **Internationalization project** for company in sweets' sector and duty-free channel.
- **Bachelor in Business studies**, Zaragoza University 2005.
 - Major in **Commercial Management**.
 - **Erasmus scholarship** in *Avans Hoogeschool* at Breda, Netherlands 2004. Problem Based Learning (PBL) system featured real-life cases which encouraged internal motivation as well as interaction in a global setting.

WORK EXPERIENCE

- **Area manager** for the Spanish company Lleida Networks since November 2008.
 - USA account management, maintaining and developing business relationships with clients in the area, and searching for new opportunities in telecommunications market.
 - Planning and coordinating company's presence in trade shows or other events.
- **ICEX intern**, at Trade Commission of Spain in Miami, Habitat department, 2007-2008.
 - Resolution of queries from Spanish and American companies which are interested in bilateral trade and/or establishing in the market.
 - Development and updating of market researches in various areas, trading shows reports and distributors database.
 - Agenda organization for diverse events of Spanish companies (architecture visits, showrooms openings, etc)
- **Consultant** for "AC Consultores", Marketing and Market Research Consultancy firm, Zaragoza 2006-2007.
 - Various tasks for market reports for private companies, Aragón Government and Zaragoza City Council: personal interviews, reports, etc.
 - In charge for group of interviewers.
 - Assistant of Council Administrator in managing the street market at the new location, May-December 2006.
 - Personal and "on the phone" interviewer in order to support different market researches, from 2002-2006.
- **Contribution** with "Acciona", Zaragoza 2006.
 - Development of Human Resources report in aeronautics industry.
- **Hostess** for different promotional events for "Sky azafatas y eventos", Zaragoza 2004-2006.
 - Help desk, booth management and reports development.

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- ❑ **Internship** at DOC (Direct Order Center) department in "Schindler S.A.", Zaragoza, April-September 2005.
 - Dealing with several tasks such as getting the documentation ready for elevators in Spain and the rest of Europe.

LANGUAGES

- ❑ **Spanish**, mother tongue.
- ❑ **English**, high level.
 - "Instituto de Idiomas" degree, Zaragoza University.
- ❑ **Italian**, basic level.
 - First year of "Instituto de Idiomas" degree, Zaragoza University
 - Two distance learning courses, Planeta de Agostini.
- ❑ **Chinese**, basic level.
 - Intensive course taken during the Master "International Business Management".

COMPLEMENTARY EDUCATION

- ❑ Course "**How to create your own business**", by CEZ (Confederación de Empresarios de Zaragoza), 20 hours, November 2005.
- ❑ Course "**Marketing and Commercial Skills**", by Gonzalo Salvanés, 60 hours, July 2005.

COMPUTING

- ❑ High level **Excel, Word, Powerpoint**.
- ❑ Medium level **Access**.
- ❑ Basic level TSP, QSB, SPSS, Markstrat.
- ❑ High typing level.

OTHER ACTIVITIES

- ❑ Tutoring Maths and English language from 1999.
- ❑ Au-pair in Ireland, summers 2000-2001.
- ❑ Worked as an instructor of a group of children for the Catholic association COM (Consolación para el Mundo) for six years. I also participated in some charity projects with poor children.

SPECIAL SKILLS

- ❑ Excellent Communications skills.
- ❑ Lived in various areas of Europe and America and developed relational skills with persons of many different backgrounds and experiences.
- ❑ Travelled extensively and gained an understanding of cultural differences.

REFERENCES

- ❑ **Rocamador Rubio** (Habitat dept., Trade Commission of Spain in Miami): +1 305.446.4387
- ❑ **Alfredo Mainar** (AC Consultores, Zaragoza): +34 649.02.79.07
- ❑ **Fermín Andrés** (Zaragoza City Council): +34 669.16.71.91

JOSE FERNANDO SILVESTRE BATALLÉ

ID: 47.924.775 C
INDUSTRIAL ENGINEER
Nov 24, 1969

c/ Rambla d' Aragó 35 – 3C
25003 Lleida - Catalunya
España
e-mail jsilvestre@lleida.net

EXPERIENCE

Lleida Networks Serveis Telematics, S.L. – April 2006

International Transit Carrier.

International Account Manager

The responsibilities of the position include to establish the vision and create and execute the strategy for LLN client's international sales and marketing initiatives. This will be accomplished through the development and management of the relationships and activities of international business partners.

Other responsibilities include:

- Achieving the regional sales quota (America's Region).
- Developing International agreements with local carriers
- Developing Regional offices
- Performing Corporate and product presentations to customers.
- Perform market research to identify Business Partner prospects
- Negotiate and acquire signature for Channel Agreement from Business Partner prospects

SALICRU, S.A. – April 2000

Manufacturer of Power Protection Systems based in Barcelona, Spain.

Export Sales Manager – Key Account Manager

The responsibilities of the position include to establish the vision and create and execute the strategy for our client's international sales and marketing initiatives. This will be accomplished through the development and management of the relationships and activities of international business partners. Also be responsible for establishing sales goals for the partner network as an extension of Fiscal Year budgeting efforts.

Other responsibilities include:

- Achieving the regional sales quota (America's Region).
- Performing product presentations to customers.
- Providing monthly sales reports, forecasts and representative updates.
- Administering sales policies and procedures.
- In charge of Brasil and Hungary branches.
- Interact with internal resources to manage Business Partner Maintenance & Support Fees distribution
- Interact with Training and Development personnel and other internal resources to develop, plan & schedule product education programs. Develop, plan and schedule marketing and sales education for Business Partner personnel

CODIFESA, S.A. – May 1999 / April 2000

Production and commercialization of dispense equipment for the beer and soft drink industry.

Regional Sales Manager (Latin America & South Africa) & Business Development

Responsibilities include develop and maintaining relations with our customers while influencing them to buy CODIFESA's products. Position also involves advising, motivating and managing our representatives to promote and sell products to their end users.

- Perform market research to identify Business Partner prospects
- Develop and implement strategy for contacting Business Partner prospects
- Perform product demonstrations and discuss Channel program with Business
- Negotiate and acquire signature for Channel Agreement from Business Partner prospects
- Work with Business Partners to develop an annual marketing and sales plan
- Provide guidance and support to Business Partner marketing and sales activities
- Manage relationships with international industry associations

CONIND DE VENEZUELA, S.A. – August 94 / December 97

FISHER-ROSEMOUNT Inc. Exclusive Rep. for Venezuela and Netherlands Islands Territories, which is involved in Sales and Consulting Services of Automation and Industrial Control Equipment.

Business Analyst and Project Coordinator. To Develop Strategies and Tactics in order to accomplish specific projects through Strategic Selling and Strategic Planning; To Provide Sales Support System to Upper Management and Sales Team, focused on Customer Services. Responsible for Logistics department and also adviser on specific subjects for Finance department.

PETROLEOS DE VENEZUELA, S.A. – PDVSA - January 92 / September 92

Internship

To Develop a tool in order to Detect Commercial Opportunities for the Oil and Gas Industry equipment and Services on International Markets.

PEPSI-COLA DE VENEZUELA, S.A. – May 91 / October 91

Internship

Research in period and frequency of shutdowns of bottling Hit de Venezuela, S.A. in order to improve the productivity of this Industry.

DISTRIBUIDORA QUIMPRO, C.A. - January 90 / April 91

Company in charge of exclusive representations of different Chemical products of manufacturing companies. To develop market analysis and sales support.

EDUCATION

UNIVERSIDAD DE BARCELONA - 1997 (Barcelona – España)
TRADE AND INTERNATIONAL FINANCES

UNIVERSIDAD POLITECNICA DE CATALUÑA - 1992/1994 (Barcelona–España)
MASTER IN SCIENCE IN MANAGEMENT AND ORGANIZATION FOR ENTERPRISES

UNIVERSIDAD JOSE MARIA VARGAS – 1986/1992
INDUSTRIAL ENGINEERING – Specializing in Management

COURSES

COACHING FOR PROFESSIONALS CONSULTING & DEVELOPMENT - (Maracaibo – Venezuela)
STRATEGIC & TACTICAL SELLING SKILLS I & II - CONSULTING & DEVELOPMENT (Maracaibo – Venezuela)
I ENCUESTRO VENEZOLANO ISO-9000 (Caracas – Venezuela)
PROCESS REINGENIERING - DESARROLLO HUMANO Y ORGANIZACIONAL (Caracas – Venezuela)
DIRECCION DE LA PRODUCCION - UNIVERSIDAD POLITECNICA DE CATALUÑA (Barcelona – España)
COST ENGINEERING - UNIVERSIDAD SIMON BOLIVAR (Caracas – Venezuela)

LANGUAGES

English - Catalá

COMPUTER SKILLS:

Proficiency in PC software applications including: Word, Excel, Outlook and PowerPoint.

OTHER ACTIVITIES:

Reading and sports in general.