

## JUAN FELIPE URBINA

236 Verano Place  
Irvine, CA. 92617  
(949) 419-7719  
[jurbinag@uci.edu](mailto:jurbinag@uci.edu)

### EDUCATION

**University of California, Irvine, Irvine, CA** **06/2009**

*Master of Business Administration, Marketing*

- Faculty Fellowship and Miguel Velez Scholarship Endowment
- One of seven students featured on the School's website - <http://www.merage.uci.edu/FullTimeMBA>
- Memberships: VP Technology, Marketing Association
- GPA: 3.77

**Politecnico di Torino, Turin, Italy** **09/2002**

*M.S. Wireless Systems and Related Technologies*

- Academic Excellence Scholarship Endowment (ALPIP program)

**Pontificia Universidad Javeriana, Bogotá D.C., Colombia** **05/2001**

*B.Sc. Electrical Engineering*

- Highest GPA (3.67) Class of 2001

### EXPERIENCE

**Kia Motors America, Irvine, California** **06/2008–08/2008**

*Corporate Planning Intern*

- Developed a price elasticity model for each product line, based on historical sales data. Enhanced the initial model to obtain separate demand functions, which will be used to develop future pricing strategies by predicting demand based on different scenarios. Designed a slideshow to present the project results in a managers meeting.
- Conducted market research to collect secondary data for each segment from different sources. Used Excel and JMP statistical software to calculate multiple regressions and identified significant variables that influenced retail sales.

**Road Track de Colombia S.A., Bogotá, Colombia** **07/2003–12/2005**

*Engineering Manager (01/2005-12/2005)*

Led the company's Engineering Department during the start of production of General Motor Colombia's On-Star system. Supervised 11 employees who collaborated to guarantee the functionality and quality of the product.

- Managed relationships with the client's Engineering Department allocating human and physical resources in time for all technical activities required by the client.
- Redesigned the in-plant product test procedures, working within a cross functional team with the client, and eliminated redundant steps for the process obtaining a 60% reduction in test times: final times were set below the client's maximum timing goals for this kind of procedures.
- Established laboratory test procedures using new tools designed and developed within the Engineering Department, which improved productivity in 400%. Fulfilled laboratory's ISO Quality System documentation requirements.

*Project Engineer (07/2003-01/2005)*

Designed product changes and custom implemented them. Modified engineering designs starting from the blue prints and installed them in the vehicles. The system was 100% functional in the three different product lines requested by the client.

- Established and consolidated a strong relationship with the client's Engineering Department during the preoperative phase of a new project.
- Interviewed and evaluated prospect employees for the company's Engineering Department. Two engineers and eleven technicians were pre-selected and hired.

**Motorola Technology Center, Turin, Italy** **07/2002 – 12/2002**

*GSG Intern*

Designed a new algorithm for improving UMTS cellular network management.

- Collaborated in an International team for a European Union founded project (CELLO).
- Wrote CELLO project documentation, according to the IEEE document standards.

### ADDITIONAL INFORMATION

- Languages: Spanish (Native), English and Italian (Fluent)
- Intramural Tournaments (Soccer, Football, Dodgeball), Martial Arts (Capoeira)
- Volunteer Special Olympics Orange County Fall Regional Games 2007