

DANNIEL GARMENDIA
8 Museum Way, Apt. 702
Cambridge, MA 02141
(617) 640.7723 | daniel.garmendia@sloan.mit.edu

EDUCATION

MIT SLOAN SCHOOL OF MANAGEMENT Cambridge, MA
Candidate for MBA, June 2010; Emphasis in Strategy 2008-Present

- Co-advised consulting project for Scientific Systems Co. Inc. on how to capitalize on their military technology by identifying the most profitable commercial application and developing a business plan to execute it
- Developed brand-equity assessment study to help HP evaluate its brand perception in the package coding industry
- Management Consulting, Sales and Marketing Club; GMAT 700

FLORIDA INTERNATIONAL UNIVERSITY Miami, FL
Master of Science in Finance; Certificate in Risk Management 2007

- 3.82 GPA – Ranked 1st among students with full-time employment and 5th/37

SIMON BOLIVAR UNIVERSITY Caracas, Venezuela
Bachelor in Materials Engineering; Polymers Specialization 1995-2003

- Earned Honors for thesis “Stress Analysis of a Mobile Phone Shell Using Computer-Aided Design (CAD)”

EXPERIENCE

ASPEN TECHNOLOGY INC. Burlington, MA
Sr. Business Analyst - Intern Summer 2009

- Developed a framework to assess and redefine product usage data management; convinced senior management to sponsor key recommendations and action plans
- Defined, standardize and analyzed the product usage key performance indicators (KPI), uncovering potential revenue opportunities in the current customer base

PROCTER AND GAMBLE Miami, FL
Prestige Products Demand Manager 2006-2008

- Persuaded senior management to redefine pricing strategy and product offering for the region, resulting in a more consistent strategy, simpler implementation process and 30% product menu reduction (< 1% revenue impact)
- Developed an automated pricing strategy tool for the 3,000+ regional products, reducing complexity and errors due to manual inputs, while significantly improving overall process productivity
- Co-led the design and implementation of a web-based forecasting system that increased the efficiency of the information flow, and increased forecast accuracy from $\pm 11\%$ to $\pm 3\%$
- Redesigned and implemented the internal operating reports of the business unit; trained over 40 co-workers on advanced MS Excel to increase the capability of the organization and leverage the flexibility of these new reports

Feminine Care Financial Analyst Caracas, Venezuela
2005

- Presented risk analysis to senior management for new feminine-care products of up to \$4.5M (total portfolio \$8.5M)
- Managed pricing and margin strategy for the product portfolio in Chile by gaining alignment with the marketing organization and ensuring profitability of investment
- Co-led cross functional teams of 6-7 people including marketing, design, product supply and strategic purchases in charge of developing new initiatives for the business unit ensuring delivery of profitability targets

Feminine Care Cost Analyst Caracas, Venezuela
2004-2005

- Co-Developed a forecasting tool that improved accuracy by 8%, with less than 2% variance, and became standard tool in feminine and baby care categories
- Managed material costs for the feminine care category in Latin America, coordinating 15 Purchasing Managers and 3 manufacturing sites in Mexico, Brazil, and Chile
- Directed global cross-functional team of 30+ people responsible for the idea generation and implementation of cost saving projects delivering ~\$20M in 2 years, 65% was achieved in the first year

OTHERS

- U.S. Permanent Resident
- Native Spanish speaker
- Enjoy playing golf and cooking gourmet meals for family and friends