

# Edgar PALENCIA RUBIO

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## EDUCATION

- INSEAD** **Singapore / France**  
**MBA Class of December 2020** **2020**
- Featured as one of Poets & Quants 100 Best & Brightest MBAs of 2020
  - Awarded INSEAD Alumni Fund Diversity Scholarship
  - President of Consulting Club and VP of Innovation of Retail, Luxury and Consumer Goods Club
- Universidad Carlos III de Madrid** **Madrid, Spain**  
**MSc in Industrial Engineering, Industrial Management Intensification** **2015**
- Awarded honors for thesis on market research of Chinese sanitary ware industry
  - Erasmus exchange student at Reykjavík University, Iceland (2010-2011)
  - Attended part-time while playing semi-professional basketball (2009-2011) and working (2012-2015)
- Universidad Católica de Ávila** **Ávila, Spain**  
**BSc in Industrial Engineering, Mechanical Intensification** **2008**
- Awarded half-tuition basketball scholarship and played basketball at semi-professional level

## EXPERIENCE

- ZEPHYR VENTURES** **Singapore**  
*Boutique Venture Capital firm focused in South-East Asia market with 9 portfolio companies*  
**Summer Associate** **2020 – 2020**
- Co-devised and executed go-to-market strategy aiming to grow through 3 revenue streams, including operating partner, land and expand, and educational services
  - Conducted due diligence on 8 startups looking to expand in South-East Asia, recommended 2, leading to 1 final investment
- EVERIS (AEROSPACE, DEFENSE, AND SECURITY DIVISION – CVC Arm)** **Madrid, Spain**  
*An NTT DATA Company dedicated to IT consulting and outsourcing with annual turnover of €800mn*  
**Project Leader, Simulation Business Unit** **2018 – 2019**
- Selected from Simumak to lead commercial due diligence to acquire flight simulation company
  - Analyzed complex national aviation regulations, performed industry analysis, attended at World Aviation Training Summit; presented conclusions to senior management, contributing to business strategy formulation
  - Defined pricing and distribution strategy for Simumak, ensuring business viability along value chain; collaborated with senior management and facilitated implementation cross-functionally
- SIMUMAK** **Madrid, Spain**  
*Ground simulation subsidiary of Everis Aerospace, Defense, and Security*  
**International Business Developer** **2017 – 2018**
- Won 2 public tenders for 12 heavy-equipment simulators in Panama and Guatemala, generating €430k; prepared technical and economic proposals and oversaw project end-to-end
  - Sold project for customized simulator to leading global packaging company, partnered with client to identify needs and define final solution; development created new pipeline of €600k
- Manager, Operations Analysis** **São Paulo, Brazil**  
**2015 – 2017**
- Headed Expense Management Department; built and led team of 4 analysts to support 150-member aftersales team; identified unbilled services increasing aftersales monthly invoice value by 45%
  - Led digitalization project to control the equipment selling and installation process and coordinate commercial and aftersales teams, enabling a 200% increase of the installed fleet number in 18 months
  - Created spare parts management workflow, developing 3-month forecast with 90% accuracy, and launching 13 storing facilities Brazil-wide reducing aftersales resolution time by 50%
  - Resolved cash-flow crisis, championing cross-company collaboration, enabling transparency, easing inter-departmental tensions and supporting creation of aligned spare parts budget
- ZOPEN** **Shanghai, China**  
*Boutique consultancy specialized in digital marketing and strategy, e-commerce and China market entry*  
**Consultant / Project Manager – E-commerce and Digital Marketing** **2013 – 2014**
- Conducted e-commerce strategy, partnering with client; asserted control over e-sales; project resulted in opening of 5 shops on 3 e-commerce platforms producing €530k turnover
  - Managed multicultural team of 7 consultants to delivered 7 digital marketing strategic assignments for clients in industries including sanitary-ware, real estate and food retail

## ADDITIONAL INFORMATION

### Interests:

- **Sports:** 10-year international basketball career, biked around Taiwan (1,100km in 12 days)
- **Nature:** hiked around Tibetan Plateau (highest elevation 4,950m) and reached summit of Mt. Fuji (3,776m)
- **Photography:** landscape, aerial, urban geometry, black and white, and night photography; shot 30k+ photographs over 9 years

**Nationality:** Spanish

**Languages:** Spanish (Native), English (Fluent), Portuguese (Fluent), Mandarin (Beginner)

**Technical Competences:** Excel (Dashboards), Tableau (Dashboards), MySQL, HTML, CSS, C#, and Python

**Internships:** Information Specialist, Talent Program Internship at Vodafone (Madrid, Spain, 2012-2013)