

MICHAEL MCSHAIN
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SUMMARY

Multilingual and multicultural business professional with strong knowledge of Latin American, Eastern European and Russian economies, business, and culture. Expertise in public and private sector. Demonstrated strengths include:

- Strategic Marketing
- Business Development
- Organizational Management
- Project Management
- Media Relations
- Cost/Budget Management
- Fluency in Spanish, English and Italian

EDUCATION

Saint Joseph's University **Philadelphia, PA**
Master of Science in International Marketing 2004
• *Study Tour*: Eastern Europe and Russia

Universidad de la Sabana **Bogotá, Colombia**
Bachelor of Science in Business Administration 2001

EXPERIENCE

Berlitz International **Philadelphia, PA**
Program Manager September 2004 - Present
• Coordinate operations for regional branch with \$1M in yearly sales.
• Manage sales, cost management and regional market research initiatives.
• Work closely with Human Resources Department of *Fortune 500* Corporations to create language-training programs for high-level executives.
• Surpass personal quota generating an increase of 6% in sales of language programs.

Harry Van den Enden Advertising **Manizales, Colombia**
Research Assistant May 2001 - July 2001
• Assisted in the design and implementation of an advertising campaign for proper use of municipal water for a city of 1.5 million people.
• Contributed to the creation of a new image and promotional campaign for the "Aguardiente Cristal Light", a top product performer with annual sales of about 17 million bottles.

Deutsche Gesellschaft fuer Technische Zusammenarbeit (GTZ) **Quito, Ecuador**
Assistant to the Project Director June 2000 - April 2001
• Worked with a team to manage \$250k knowledge project.
• Successfully established the first Masters degree in Decentralization and Local Development in Latin America.
• Planned and implemented strategic marketing campaign for diffusion in all Latin American countries.
• Oversaw media relations with publications in the most respected media (newspapers and newsletters) and held press conferences.
• Produced monthly reports for the Board of Directors, which included the former Minister of Finance of Ecuador, the President of Universidad de las Americas and the Director of GTZ for Ecuador.
• Created a database of governmental and non-governmental organizations involved with decentralization in Latin American region.
• Coordinated panels with participation of Latin American political leaders such as the Mayor of Quito.

ACTIVITIES

Latino Business Club, Saint Joseph's University **Philadelphia, PA**
• Founder and President 2003 - Present
Latino Leaders, University of Pennsylvania, Wharton School of Business **Philadelphia, PA**
• Mentor 2004 - Present
Philadelphia World Cinema Festival **Philadelphia, PA**
• Volunteer 2002