

Gabriela Lago

• North Salt Lake, UT

PROFESSIONAL SUMMARY

International Telecommunications Executive with more than 20 years successfully developing and cultivating strategic alliances and profitable business ventures in the global telecommunications industry with a focus in Latin America. Multilingual, resourceful, flexible and self-driven, energetic team player with leadership capability and proven success with cross-functional and cross-cultural teams. Strong interpersonal, analytical and presentation skills, as well as ability to formulate, coordinate and communicate plans at all levels. Fluent in Spanish and English, conv

Strategy Planning and Execution	Sales and Business Development	Budget Management
Regulatory Analysis/Compliance	Global Marketing	Account Management
Partnerships and Alliances	P&L and Operations Management	Project Management

CAREER HISTORY

Tahoe Consulting LLC, Salt Lake City, UT

12/2011 to Present

VP, Business Development & Institutional Affairs

Responsibilities & Achievements:

- Provide regulatory, business development/sales, marketing and strategic consulting services on technology-leveraged business solutions for companies interested in opening or pursuing markets in Latin America such as Numbering management platforms, OSS/BSS system implementations, Stolen and lost mobile solutions, Community-based cellular networks, Proactive by-pass traffic detection, Mobile broadband data services, Satellite-based mobile communications solutions, a project valued at approximately **\$30M**
- Consulting on Number Portability (NP) for regulators, including regulations and resolutions, technical and operational specifications, RFX for vendors adapted to each country's context, fraud analysis and prevention, communications strategies, management of technical operator committee, supervision of implementation, testing and go-live of NP platforms (in El Salvador), as well as other NP-related activities.
- Coordinate Technical Notebook of "Management of Stolen and Lost Mobile Devices" of the Permanent Consultative Committee I (PCC.I) of the Interamerican Telecommunications Commission (CITEL), collecting information, and making it available for all Member States and Associate Members. Team member in Correspondence Group on Counterfeit/Substandard/Unauthorized Mobile Devices responsible for drafting the Americas recommendations to ITU-T - ITU-T.

Neustar, Inc., Sterling, VA

05/2010 to 12/2011

Senior Director, Latin America and Caribbean

Responsibilities & Achievements:

- Developed and executed go-to-market strategy and tactics in Latin America for Neustar's products, including Number Portability (NP) and Number Administration, Top Level Domain (TLD) registries, Pathfinder (Operated by Neustar for the GSM Association), SMS/MMS Interconnect services, converged messaging, etc...
- Assisted with domain name activities in Latin America, including identification of potential gTLD customers with their specific needs and requirements in various countries. Provided input on go-to-market strategy.
- Identified Number Portability (NP) opportunities in Colombia, Argentina and Chile, valued at more than **\$10M+**, starting with education and training of regulators and operators, assisting them with development of regulation formulation, rules and specifications, network and IT implementation to RFP development.
- Developed and nurtured relationships with new accounts, regulators, operators and other stakeholders in the region.
- Developed communications outreach strategy in conjunction with appropriate internal teams.
- Identified, negotiated and won a NP solution with Telefónica Argentina, resulting in **\$500K+** revenues.
- Identified and selected local partners for service implementation, worked with PR agencies and local counsel.

Telcordia Technologies, Piscataway, NJ

02/2005 to 05/2010

Vice President Interconnection Solutions, Latin America and Caribbean (2007 to 2010)

Responsibilities & Achievements:

- Developed and executed Number Portability (NP) go-to-market strategy and tactics in Latin America, adapted to each country's context and requirements.
- Won **\$15M+** Number Portability (NP) contract in Mexico, selected by all telecommunications operators in México, with contract renegotiation within 6 months, increasing revenues and contract term for an additional **\$20M**. Oversaw this implementation including system requirements, training, testing, etc.
- Identified and selected local partners for Number Portability (NP) solution implementations in several Latin America countries, including Mexico, Argentina, Chile, Colombia, Dominican Republic and Perú.
- Developed relationships with key operators in the region, including Telefónica, América Móvil, Telmex, Nextel, Tigo, Telecom (Argentina), Entel Chile/PCS.
- Identified, negotiated and won NP solutions with regional operators (Telmex, Telcel and Nextel) in Mexico, resulting in **\$3M+** revenues.
- Positioned Telcordia as the NP expert in the region, representing the company in regional regulatory forums such as CITELE and industry conferences such as Expocomm Mexico, Andicom, CANTO, etc.

Business Development/Regional Marketing Latin America and Caribbean Director (03/2005 to 02/2007)

Responsibilities & Achievements:

- Developed Latin American go-to-market strategy for OSS/BSS products for telecommunications and cable operators, resulting in a **\$3.5M** pipeline in Latin American cable market segment.
- Implemented business outreach strategies, priorities and activities to identify, prioritize and pursue new and existing opportunities.
- Assisted sales efforts by developing customized marketing approaches for operators in Latin America, including América Móvil, Telefónica, Telmex, Tigo, etc.

Talk America, Reston, VA

04/2003 to 09/2004

Manager, Hispanic Market and Customer Communications

Responsibilities & Achievements:

- Developed strategy for Hispanic consumer market, including product development, ensuring both front and back office systems were capable of handling service offerings.
- Developed and produced in-language materials for direct marketing channels, including direct mail, e-commerce, DRTV, agents, as well as inbound and outbound telemarketing
- Identified potential partnerships to establish brand recognition in the Hispanic community, including grassroots activities and event marketing to maximize opportunities of face-to-face contact with customers
- Managed and developed all Spanish and English post-acquisition customer communications, including instruction manuals, welcome packages, mail and email communications, invoices and inserts, voicemail literature, among others. Implemented online system for collateral production and management.

Lockheed Martin Global Telecommunications, Bethesda, MD (COMSAT)

03/1991 to 12/2002

Manager, International Operations (01/2001 to 12/2002)

Responsibilities & Achievements:

- Managed day-to-day operations of \$18M annual revenue, 150 employees, regional telecommunications operations in Colombia, Guatemala, Mexico, Peru, and Venezuela, providing strategic and tactical guidance across marketing, sales, technical, legal, financial, and operational areas and solving problems that impacted sales efforts.
- Improved net income by identifying performance gaps and implementing actions to reduce cost, expand revenue drivers and sales, and identify reasons for customer churn.
- Managed portfolio profitability, P&L, infrastructure investments and business case development.

- Coordinated and prioritized country requirements within the financial, technical, marketing, sales, legal and IT functions at headquarters, resulting in timelier response to business needs.
- Board of Directors' member of COMSAT Perú, S.A. and COMSAT México, S.A. de C.V.

International Manager Global Marketing (01/1997 to 01/2001)

Responsibilities & Achievements:

- Managed a global marketing team in Argentina, Brazil, Colombia, Guatemala, India, Perú, Russia, Turkey and Venezuela, of about 25 people, across cultures and specific country requirements.
- Developed and implemented marketing strategy and outreach programs to position, differentiate and promote COMSAT International's integrated brand and new products for businesses and consumers, carriers and ISPs in Latin America, Asia and Europe, including product and market data analysis, trends and marketing communications activities associated with positioning, product development, awareness, merger announcements, expansion plans, product rollouts and strategic partnerships, in coordination with corporate department.
- Reorganized the global marketing group to eliminate duplication of functions and expenses as well as maximize resources, resulting in a streamlined and more effective department focused in achieving customer acquisition and retention as well as brand awareness. Teamed with strategic planning and product development groups to develop market strategies, sales and product plans, pricing plans, and analyze and report market trends, resulting in a targeted sales effort.
- Led and managed the creation and launch of the GlobalWay campaign, the first fully "meshed" and interconnected IP network in Latin America that provided communication services for Internet and enterprise business applications, resulting in targeted communications to more than 1200 selected business customers and VIPs in 5 countries, including advertising campaigns, public relations, customer events, etc.
- Developed, designed and produced sales kits and tools, multilingual cross-cultural web site content, videos and tradeshow participation for branding and product awareness, including management and coordination of vendor relations and activities in US and overseas markets for advertising, direct mail, public relations, tradeshow, and event coordination purposes.
- Organized events and conferences, with representatives from over 12 countries, including presentations, organization, logistics, housing, transportation, and entertainment. Received GEM award for "going the extra mile" for successfully completing the task, which included monetary spot bonus.

International Senior Business Analyst (03/1992 to 01/1997)

Responsibilities & Achievements:

- Procured and conducted industry, competitive, financial and market research and analysis on private data, voice, wireless and cellular telecommunications for potential investments and acquisitions, maintained customer and competitive databases, providing timely information for decision-making.
- Managed the implementation and execution of financial guarantees with equipment providers, ensuring compliance by all countries with the terms and limits established in the agreements.
- Received "Team Player" award selected by peers.

COMSAT, Buenos Aires, Argentina

Translator and Interpreter (03/1991 to 03/1992)

Responsibilities:

- Provided translation and interpretation services of business presentations, legal and financial documents, Board of Directors' material, communications and media in Argentina and US.

EDUCATION/PROFESSIONAL DEVELOPMENT

MBA, Marketing and Information Systems - [REDACTED]

George Mason University

BA, Certified Legal Translator and Interpreter - [REDACTED]

Universidad de Buenos Aires, Argentina