

# Freddy Reyes

## SUMMARY OF QUALIFICATIONS

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Extremely accomplished and results-driven Information Technology professional with more than 25 years of industry experience and exceptional communication skills and an extensive background in the following broad-based competencies:

Project Management  
Network Architecture  
Business Development  
Pre-Sales & Consulting

Information Technology  
Cloud Apps  
Apple iOS Development  
Process Improvement

- Demonstrated ability to help technical and business organizations achieve strategic and tactical goals.
- Skilled in management and delivery of consulting services including planning, design, development, implementation and support of traditional and net-enabled information systems solutions.
- Proven track record of implementing new systems that enhance capabilities and increase revenue.
- Adept at strategic planning, organization and focusing effective technical teams and divisions.
- Possesses fluency in English, Spanish and Portuguese, with solid background in sales and consulting in both international and domestic markets.

## PROFESSIONAL EXPERIENCE

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### ORACLE CORPORATION – MIAMI, FL

1996 - PRESENT

#### *Director of Sales Support*

2001 - Present

Selected to head Oracle's Demonstration Services providing software solutions for the Americas. Manage Demo Support operations, Global Business Process Continuity and define internal Customer Support procedures. Coordinate Demo Data Center operations for Oracle SaaS Cloud Suite, On-Premise Apps (EBS, JDE, Siebel, PeopleSoft) and Technology (including all Oracle Acquisitions) demo environments (including industry products and Apple's iPhone/iPad EPM/Mobile demos and AI integration: Alexa, Siri, Chatbot). Provide training to Sales Consultants on how to demo products and give advice on best strategies for complex sales deals. Supervise daily operations including Data Center environment availability (helping to minimize Network and Storage Outages impact on business), demo cloning and integration with third party software. Coordinate all communications with regional sales force. Manage Oracle application DBAs and functional support team. Meet with sales force to gather information for demos and coordinate remote support hotline.

- Responsible for Oracle ERP Cloud (including AI and IoT's products), EPM Clouds & EBS Financials Applications support team for the Americas (North America and Latin America).
- Responsible for Oracle Global OBIEE Business KPIs definitions, Metrics and Operations Reporting.
- Grew remote demos usage from 100 to 1400 per year to support \$2+ billion sales operation by creating aggressive campaign to promote services, providing latest products for sales team to demo, buying additional hardware and implementing remote access infrastructure for Internet demo access.
- Implemented a data center dedicated to demos in Miami office including Windows, Linux and Solaris servers, storage systems, enhancement of regional Demo Cloud access, providing a centralized portal for all demonstration needs and replacing outdated local servers with no support or regular maintenance. Implementation resulted in increase in sales revenue from \$8 million to \$100 million.
- Responsible for the Business Continuity program for the global team (200+ people worldwide).
- Delivered service & product speeches in different Oracle Sales Events in the Americas (Las Vegas, Mexico, Argentina & Brazil).
- Coordinated the inclusion of International Demo Content as well as languages in all demo environments globally.

#### *Senior Manager of Sales Consulting*

1998 - 2001

Presented Pre-sales demonstrations of Oracle e-Business Suite applications within the LATAM region. Coordinated pre-sales resources for Oracle Latin America. Maintained involvement in various pre-sales activities in the US, Europe and Latin America and managed Demo Center for Latin America.

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- Managed project to create fast installation for Oracle Fast Forward 2001 Financial Suite product, including rapid install software for Sun, HP-UX and Windows Server, reducing ERP implementation time from six months to 30 days and enabling company to offer more competitive product at fraction of the price.

## *Principal Consultant*

1998

Performed as Technology Consultant for Oracle Consulting Services in the US South Eastern Region, specializing in core technologies including Oracle Workflow, Oracle Self Services Apps, data warehousing and OLAP tools. Implemented technology projects at Motorola, Mayer Electric and other client sites.

- Held responsibility for \$2 million project to develop and implement web-based workflow system for HR.
- Managed \$1 million project to implement Oracle HRMS and Payroll at Mayer Electric in Alabama and integrated with JD Edwards One World.

## *Senior Applied Technology Sales Consultant*

1996 - 1998

Acted as key member of sales team representing complete line of Oracle technology applications, including Discoverer, Reports and Graphics tools, Oracle Alerts, eCommerce Applications, Java apps, Flexfields and Developer/2000. Presented benefits of Oracle apps architecture versus the competition's products to potential customers.

- Managed Applied Technology sales cycle, achieving technical "buy in" from MIS/CIO.
- Presented company's technology solutions to various CIOs in Latin America and aided in closing deals.
- Facilitated skills transfer to AT consultants in the Americas to help them learn and present the latest Oracle Applied Technology products.
- Periodically organized seminars and delivered training for Sales Consultants using on-site and remote presentations, a method which was quite innovative in 1996.

## **KPMG CONSULTING (FORMERLY BEARINGPOINT) – MIAMI, FL**

1995 - 1996

### *Senior Consultant*

Worked on various functional and technology projects in the US and abroad for Strategic Services Division. Developed procedures for the financial information system on how people would interact with the system.

- Implemented integrated financial information system for manufacturer Accounts Receivable, Accounts Payable and Payroll systems, including data migration from Unix to Novell Network's Platinum implementation, enabling company to save money on server and software maintenance.
- Acted as part of 60-person consulting team in Mexico City for \$5 million government project analyzing and evaluating operation risk for four largest Mexican banks.

## **METROPOLITAN BANK**

1993 - 1994

### *Division Manager of Information Technology*

Managed Metropolitan Bank's Information Systems Division unit of 35 employees. Supported company's information technology needs including IT planning, application development, branch operations, technology evaluation and implementation of projects to improve organizational processes using Total Quality, Business Reengineering and change management.

- Managed project to change technology in all 120 branches from dumb terminals connected to mainframe to graphical terminals through Unix/Graphic UI using the latest banking technology. Evaluated various vendors, managed team of IT professionals and engineers and handled \$20 million budget. Successful completion enabled bank to improve sales and increase revenue.

## **MAVESA S.A.**

1991 - 1993

### *System Technology Manager*

Evaluated software and hardware solutions for company operations. Defined Unix and Oracle RDBMS standards including configuration and distributed database planning. Developed user-friendly Unix administration menus. Designed LAN and WAN to support distributed data processing including Netware, TCP/IP, Oracle SQL\*Net, X.25 and satellite links.

- Developed combination of hardware and software interface using Pascal to connect AS400 to Unix systems and provided transparent exchange of information between HR and Payroll systems and Accounting system in AS400, allowing company to easily integrate various technologies and systems.

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## CKF CONSULTING

1991

### *Technical Support Engineer*

Administered AIX Unix servers and supported telecommunications and networks. Developed manufacturing applications utilizing Informix 4GL and managed application development projects.

## ASK COMPUTERS

1989 - 1990

### *Technical Support Supervisor*

Managed Technical Department staff and provided valuable hardware and software technical support to company's PC Division.

## HEWLETT-PACKARD

1984 - 1989

### *Customer Engineer*

Coordinated maintenance of Hewlett-Packard's customers' HP3000 servers. Provided hardware and software customer support on site and at company's Remote Support Center.

## TECHNICAL EXPERTISE & SKILLS

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- Oracle: DBA, Forms, Discoverer, Data warehouse, PL\*SQL, Apps Admin, Workflow
- Apple OSX (OSX (Admin, iLife, Networking)
- Apple iOS Development (Cocoa Touch) Xcode, iTunes Connect). Apple Homekit
- HTML, JavaScript, Perl, Flash, Java, Servlets, CGI, JNode
- Networking: Routers, TCP/IP, SNA, Wireless
- Home Automation (different platforms and integrations Smartthings, Alexa, Apple HomeKit, Harmony, IoT, Rapsberry Pi Programing.
- Turbo Pascal
- Turbo C/AIX C
- Cobol
- Focus / VPexpert
- Unisys CTAM
- MySQL, PHP
- ISISII
- PC-MOS
- CPM
- Informix 4GL & SQL
- PowerBuilder
- HP 3000 MPE V Operating System
- IBM AIX System Administration
- Dbase and FoxPro
- Fortran IV
- PLM80/86

## EDUCATION

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ANDRES BELLO CATHOLIC UNIVERSITY – *Caracas, Venezuela*  
*Postgraduate Certificate (Master) in Information Systems*

1992

SIMON BOLIVAR UNIVERSITY – *Caracas, Venezuela*  
*Bachelor of Science in Electronic Engineering (BSEE)*

1987

## AWARDS

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- Oracle Latin America - Fiscal Year 2000 Q2 LAD Leadership Awards Program
- Oracle Excellence Sales Club – Puerto Rico (2000)
- Oracle Excellence Sales Club - Hawaii (1997)

iOS Portfolio: <https://itunes.apple.com/us/developer/freddy-reyes/id655295935>

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