

MARIO CHAMORRO

GROWTH STRATEGIST



Mountain View, CA



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EDUCATION

MASTER IN INTERNATIONAL AFFAIRS
COLUMBIA UNIVERSITY / 2006

MASTER IN PUBLIC ADMINISTRATION
UNIVERSIDAD EXTERNADO / 2004

BACHELOR OF BUSINESS ADMIN.
UNIVERSIDAD JORGE TADEO / 2002



EXPERTISE

- GROWTH STRATEGY
- STRATEGIC PARTNERSHIPS
- BUSINESS DEVELOPMENT
- ACCOUNT MANAGEMENT
- PUBLIC SPEAKING
- LATIN AMERICA EXPANSION



SKILLS

- GROWTH STRATEGY
- GOOGLE ANALYTICS
- GOOGLE ADWORDS
- SEM / SEO
- COMMUNITY 2.0



LANGUAGES

- SPANISH
NATIVE SPEAKER
- ENGLISH
FLUENT/ BILINGUAL
- PORTUGUESE
BASIC KNOWLEDGE



SUMMARY

I am a growth strategist with a strong entrepreneurial drive and over 12 years of experience. I have a background in business development and international expansion that includes growing Coursera by 3.7 MM learners from Iberoamerican countries, launching SOMA messenger from 0 to 40 million downloads, and securing the passing of the International Day of Happiness by the United Nations. I am passionate about using technology to make people happier.



EXPERIENCE



SENIOR REGIONAL MANAGER, IBEROAMERICA

Coursera, Mountain View / 2017 - Present

Lead cross-functional efforts to grow Coursera's presence in Iberoamérica.

- Built Coursera's Spanish strong catalog by bringing high demand courses and Specializations that in less than 20 months brought ~3.7MM new learners to the platform from Spanish speaking countries.
- Increased revenue by \$10.3MM from Spanish speaking countries by defining the product offering mix, go-to-market strategy, and business plans in collaboration with senior decision makers within partner institutions.
- Worked with leaders and operating teams internally across Product Management, CEO, Engineering, Marketing, Legal, Finance, Teaching & Learning, and Industry Partnerships to bring new products to market.



VP OF MARKETING AND HEAD OF LATIN AMERICA

SOMA messenger, San Francisco / 2015 - 2016

Served as a key member of the executive team charged with formulating and implementing growth strategies in Latin America and MENA region.

- Influenced 10MM downloads within 30 days of launching SOMA messenger. It became the fastest growth messaging app in internet history. As of November 2016, SOMA had over 40MM users worldwide.
- Increased total customer base by 2MM users of SOMA from Latin America and by 150K downloads of PIXY.tv from the Middle East by implementing targeted growth strategies for Colombia, Brazil, Mexico, and Egypt.
- Generated over 45MM free media impressions by identifying and securing business partnerships with government officials, local media, and organizations.



FOUNDER AND EXECUTIVE DIRECTOR

MAKEITHAPPY, NYC / 2012 - 2015

Founded and secured over \$1MM for the establishment of MakeItHappy, an organization with a mission to generate social impact through happiness.

- Reached over 80MM people worldwide through influencer marketing campaigns and partnerships developed with more than 35 organizations.
- Mobilized groups of +100K social entrepreneurs around the world through social media campaigns to implement happiness projects in 32 countries.



SENIOR BUSINESS ANALYST FOR LATIN AMERICA

BEST DOCTORS, Boston / 2009 - 2011



SENIOR ANALYST

MARCO POLO NETWORK, NYC / 2008 - 2009



CONSULTANT

LONDON ECONOMICS, Boston / 2007 - 2008



SENIOR ADVISER

PRESIDENCY OF COLOMBIA, Bogotá, Colombia / 2002 - 2004