

# FRANCISCO BONILLA KUHLMANN



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## WORK EXPERIENCE

**Co Founder** Austin, TX, 2015- present  
**Altruus - Social Gifting Platform (user app and business portal)**

- Developed business plan: Vision, mission, values, strategy, objectives, tactics, KPI metrics, product design, industry market research, competitive analysis, financial modeling and forecasting.
- Executed business plan, adhering to the Lean Methodology: Acquired seed funding, managed development of products and a took it to market, minimizing resource waste.
- Managed development and launch of MVP using Lean Methodology: Inception of idea > Wire-framing > Mockups > UX/UI > Coding > Testing with users > Iterations > Beta > Iterations > Alpha.
- V2 development: Analyzed market performance with empirical rigor of whole product value chain, documented improvement areas and managed development of world-class V2.
- Results: 11,000 app downloads, 130 business locations, 16,000 gift redemptions, \$8,500 MRR

**Co Founder** Austin, TX, December 2012- 2015  
**Aant - Social Media advertising and promotional app**

- Developed business plan: Vision, mission, values, strategy, objectives, tactics, KPI metrics, product design, industry market research, competitive analysis, financial modeling and forecasting.
- Executed business plan: Acquired seed funding, managed development of products and a took it to market. Identified the need and opportunity to pivot into Altruus

**Private Consultant** Guadalajara, Mexico, 2010 – present  
**Consultant on Strategy, Balanced Scorecard, and Management of Change**

- Established a strategic work scope and terminology definition to begin from a well defined starting point and understanding from every party involved.
- Defined jointly with management the objectives and accountability metrics.
- Diagnosed problematic situations and bottle necks: Analyzed the products' value chain and internal processes, questioning every hypothesis that had not been pragmatically validated, to build upon facts and not assumptions.
- Proposed various alternative solutions to increase productivity, profitability, and employee satisfaction: Quantified the value of each expected result and compared it to the cost of change from human, financial, customer satisfaction perspectives.
- Established a step-by-step, activity change with a strategic objective and secondary tactical objectives with metrics to be implemented and managed by the company's team.

**Junior and Senior Investment Strategist, respectively** Guadalajara, Mexico, December 2007 – July 2009

**Investment Banking at Santander and Banorte Banks**

- Analyzed stock behavior using both technical and fundamental analysis, and macroeconomic data and financial investment instruments and cross-referenced them with individual customer's needs to generate an adequate portfolio
- Generated a Customer Relationship Management (CRM) program to foster trusting relationships with clients.
- Analyzed competing investment banks and customers' needs to develop tactics to increase profitability.

## EDUCATION & CERTIFICATION

**Investment strategy advisor national certification level 3** 2008

AMIB Certification for securities investment advisors - Guadalajara, Mexico,

**Graduate Degree** 2007

**Organizational development & Management of Change**

Universidad Panamericana - Guadalajara, Mexico

**BBA** 2002-2006

**Business Management & Marketing**

Universidad Panamericana - Guadalajara, Mexico

**Business Management (IDE) program** 2006

IPADE (Instituto Panamericano de Alta Dirección de Empresa)  
ICAMI (Instituto de Capacitación de Mandos Intermedios) - Guadalajara, Mexico

## SKILLS

Project Management: (SCRUM, Lean Methodology, Agile, Slack, InVision, A/B testing, Personas, Storytelling) ●●●●●

UX Wireframing: ●●●●●

Editorial/Copywriting: ●●●●●

Organizational Change: ●●●●●

Market research and risk analysis: ●●●●●

Communication: ●●●●●

Organization: ●●●●●

Team play: ●●●●●

Creativity: ●●●●●

Leadership: ●●●●●

Presentation: ●●●●●

## LANGUAGES

Spanish: ●●●●●

German: ●●●●●

## OTHER ACTIVITIES

- Triathlete (Iron Man Enthusiast)
- Writer (currently writing a quixotic novel about an ever romantic and happy entrepreneur, and the mental processes you go through)