

Arnaldo H. Hernandez

Suite 112 MSC 167
100 Grans Boulevard Paseos
San Juan, PR 00926
Tel/Fax (787) 265-7002
arnaldo.hernandez@rebexa.com

Experience

Rebexa Group, Inc., San Juan, P.R.

Founder and president, 2006 to present.

Wrote a business plan for an all encompassing consulting firm that would become a one stop shop for compliance services in the region, to better manage the highly diverse needs of regulatory affairs for the Central American market. The business plan won first prize at an entrepreneurship competition sponsored by Grupo Guayacan and McKinsey & co. Managed all aspects of developing the enterprise from conception to implementation and execution while overseeing a seamless transition for his employer, now client. Branches at this time include entities in Puerto Rico, Dominican Republic, Ecuador and Costa Rica.

Merial (IA) LLP, San Juan, PR

Sales Support, Medical Services & Regulatory Manager (Caribbean and Central America Region), 1997 to 2006

Held a highly diverse position directing medical support services and sales/promotional programs for a full line of over the counter and ethical veterinary products, both pharmaceutical and biological. Began as medical services manager, then added experience and responsibility in the sales, marketing and regulatory areas. During my tenure with Merial (operated as a joint venture between *Merck* and *Sanofi-Aventis*):

- always in the Top 5% company-wide for personal performance evaluations
- administer technical phase for a \$11 million regional sales budget
- manage therapy, product and sales training for 10 international reps, distributors and professional associations
- negotiate with regulatory agencies in 13 countries to maintain a portfolio for over 375 active registrations
- direct support for sales of Rabies and Classical Swine Fever vaccines used in official vaccination programs throughout Latin America
- ample knowledge on immunology , vaccine technologies and their practical use on field and private practice
- participated in the registration and launch of four major products, generating approximately \$ 3 million in additional sales

Merck Sharp and Dohme, AGVET Division, Carolina, P.R.

Sales & Marketing Manager, 1996 to 1997

Coordinated and implemented sales and promotional programs for the Central America/Caribbean region; achieved above-budget sales; supervised 3 sales reps.

Medical Services Manager, 1993 to 1996

Provided medical and field support for the pharmaceutical product line. Completed disease prevalence surveys, fueling awareness for the need of prevention programs and resulting in the expansion of several therapeutic categories.

Education

Management/Sales Training Seminars, various locations throughout the country. 1993 to present. Have attended programs including Dale Carnegie's *Public Speaking and Human Relations*, a sales management seminar by the American Marketing Association, a marketing management program at Columbia University in NYC and Entrepreneurship Development Program from the Sloan School of Management, Massachusetts Institute of Technology.

Tufts University, Boston, MA. Doctor of Veterinary Medicine, 1992.

Bermuda Biological Station for Research, Bermuda, 1988 Participated on research studying the effects of water temperature on the coral bleaching phenomenon.

Clark University, Worcester, MA. 1985-88. After pursuing college prep curriculum and playing competitive water polo at local, national, and international levels, was ranked at the top of my high school class and gained college admission a year ahead of anticipated graduation date. Subsequently, at Clark, completed three years of full-time liberal arts and hard sciences coursework, with an emphasis on biology, prior to gaining entry into Tuft's prestigious early-admission D.V.M. program.

Licensure / Affiliations

Licensed veterinarian in Florida, Massachusetts, and Puerto Rico. Member, *American Veterinary Medical Association*; Board Member, *Humane Society of Puerto Rico*. Interface frequently with countless governmental officials at various local, national, and international levels, and have coordinated programs with health departments and groups such as the Pan-American Health Organization in Washington, DC and the Centers for Disease Control in Atlanta. Co-author of various publications including CD programs on the management of rabies and foot and mouth disease control programs. Extensive networking with peers in the pharma field throughout the Caribbean, Central and South America. Volunteer with *Tufts University Alumni Admissions Program*.

Personal

American citizen. Fully bilingual in English and Spanish. Extensive national and international travel. Significant business experience in Central and South America and the Caribbean. Frequent guest speaker at technical and entrepreneurial meetings.