

## A) Management Team

The right management team is integral, and must have a strong foundation in marketing, management, finance, and services development. *Mar y Sol* is confident in its team.



x **Theresa Biemer** ([General Manager](#))

x Theresa has been managing patients and their medical history as a Physician's Assistant for over 15 years. Medical experience leads to extensive knowledge in customer service and compromise; since medical professionals often see people at their worst. She is currently studying Spanish and plans on becoming fully fluent.

x **Biography:**

Theresa has demonstrated her determination and desire to excel since childhood. Her first business experience was at age 10, bicycling around her community selling stationary telling her customers her dream to go to college. That motivation has persisted throughout her life. As a teen, she not only graduated with honors, but spent four years in the design, coordination, management and publication of the high school yearbooks. Here she began to hone her management skills.

- x She finished college and started as a materials manager working alongside sales, purchasing and warehouse personnel to coordinate deliveries. She then chose to start the world's most unappreciated career, that of becoming a mother and raising three children. After twelve years, she attended Yale University's Medical School. Although she was effectively a single mother at the time, Theresa managed to finish the grueling Physician Associate Program on time and near the top of her class.
- x Upon completion of her medical training, she began practice in Rhode Island managing the care of hundreds of patients. She then moved on to a marketing representative position for Abbott Laboratories. There she tended to the needs of dozens of medical doctors all throughout the territory. As a pharmaceutical representative, she needed to market her products over those of her peers in a very aggressive market. After five years, and needing a change of latitude, she seized an opportunity to sell her home, live on a boat and go sailing for almost 1 year.
- x She returned to practice in Florida; for the last 10 years has been managing patients, treating them for their acute and chronic medical problems and managing coordination of care for them. Working as an ENT, she dealt with hundreds of patients, often when they were feeling at their very worst.
- x Theresa is an accomplished manager with many years of experience dealing with hundreds of people, suppliers and vendors at once.



**x Alex Martinez (Sales and Marketing)**

- x Alex has over 20 years experience in the sales and marketing field for successful companies and ventures, including extensive experience with international clients in over 30 countries. Alex has been successfully selling products and services since he graduated from high school twenty five years ago. He is fully bilingual, reading, speaking and writing in English and Spanish. He also has a working knowledge of Portuguese.

**x Biography:**

Alex started business as a young man, right out of high school. Without any parental help, he owned and operated a small flower and gift shop in South Florida for four years. He then transferred his sales and management skills to Midship Marine, a brokerage firm specializing in worldwide cargo shipping, where he was Director of Operations. Ten years later, Midship Marine moved his department to NY. Not wanting to leave FL, Alex moved on to Averitt Express, an LTL common carrier. There he managed hundreds of accounts and became the Operations Manager for the South Florida location.

Hitting a dead end in his career path after six years, Alex moved to North Carolina after finding an opportunity managing a district of stores for Alltel. Alex was in charge of sales and training for Alltel stores throughout the Raleigh-Durham area. He was promoted to head the Alltel division in Central Florida, where he moved his family and currently resides. Four years later, Alltel was purchased by Verizon, and his position was terminated. Alex currently is the Production/Sales Manager for Ocala magazine, which caters to the upscale citizens in the Ocala/ Central Florida region.

Alex is an accomplished and experienced sales manager with experience that will immediately benefit *Mar y Sol*.



x **Domingo Bernardo** ([Business Development](#))

- x Domingo has over 20 years experience managing teams of people and business units, first as an officer with the US Navy, then as a business manager for two successful engineering companies. Having worked in over 75 countries, he is fully bilingual in English and Spanish, and is able to read and communicate in Portuguese, Italian and French. Domingo has successfully coached and created dozens of distributors throughout the world.

x **Biography:**

Domingo came to the USA as a young passenger on his parents' journey; escaping from the socialist policies gripping Spain. Cultural and language barriers made his family's transition difficult, but culminated in his being accepted to Cornell University's School of Engineering, albeit with a language waiver. He mastered the tricky English language while studying electrical and mechanical engineering. After graduation, he joined the US Navy, where he studied post-graduate physics in the Naval Nuclear Power School. After graduating he joined the Submarine Corps as an engineering officer.

While on submarines, Domingo managed teams of technicians in the operation and maintenance of the multimillion dollar and amazingly powerful nuclear powered attack submarines, serving as the officer in charge of electrical systems and mechanical systems for close to four years. Then he moved on the Special Warfare division, where he worked as the officer in charge of tactical operations. This involved the planning, execution and participation of operations with SEAL teams and other special warfare units from around the world.

After eight years in the Navy, Domingo became Operations Manager for a factory owned by Lutron Electronics. Two years later, he decided to try marketing Lutron Electronics products in Latin America. The new Latin American department grew from \$300,000 annual sales revenue to over \$7,000,000 in a little over four years and was operating in over 18 countries. After Lutron, Domingo formed his own custom electronics design and installation firm. This firm was grossing over \$2,000,000 annual sales after only four years in existence.