

ALEJANDRO SUCRE

411-1989 Dunbar St. Vancouver, BC V6R4R5, Canada

CAREER GOAL

Passion to find the sweet spot - The Unique Value Proposition that makes organizations thrive. Teams with others across the organization to design/update/execute business strategies that are ESG sustainable. In-depth expertise through hands-on experience in corporate recovery or turnaround situations. Help start-ups or established businesses become leaders in their industries. Align organizations, Impact Investment Funds with ESG criteria.

Key Skills

Business Development

ESG consulting

Turnarounds and Corporate Recovery

Hands-on Interim Management

Impact investments

Strategy & Growth

Board Member

PROFESSIONAL EXPERIENCE

BLUEHOUSE ORGANICS Inc. Pemberton, BC, Canada, (www.bluehouseorganics.ca, Instagram @bluehouseorganics)

Entrepreneurship / Owner (2017 -Present)

Started an Organic Vegetable Farm as sole owner, acquiring a house with fallow land, 20 acres. No previous farming experience.

- **Approach:** Enroll in Advisory Program for New Farmers, BC Ministry of Agriculture. Built a team. Planted seeds to discover soil fertility, crops with most potential sales and profitability (0.5 acres). Approached potential clients and channels to measure demand. Reviewed competition. Developed a Unique Value Proposition: Why Blue House Organics. Network to clients.
- **Results:** Market leader. #1 producer of broccolini in Canada. Profitable from year 2 (25 % of sales). Sales from \$20,000 in 2017 to Orders of \$ 800,000 for 2022. Unlimited growth potential. From 20 to 70 acres of the best loam soil. Management and production team in place.

INVERSIONES CRECEPYMES C.A., Caracas, Venezuela. (www.crecepymes.com)

Founder and Chairman (2009 – Current)

An Impact Investment Search Fund. Listed in the Caracas Stock Exchange as ICP.B. Private Equity ESG criteria.

- **Approach:** Venezuela's First IPO of a Search Fund targeting SME and eventually becoming a force to generate citizens participation in privatizations. Lobbied the Venezuela Security Exchange Commission and the Banking Supervisory Authorities to authorize the Fund Prospectus. Fund Raising through networking with Pension Funds, University endowments, Security Brokerage Firms, Ad campaign (Radio and Press release) to lower income citizens participation in the Fund IPO.
- **Results:** Successful IPO. The main university endowment fund (UCV) acquired stocks. Thousands of citizens and important Pension Funds are shareholders. Listed in the Caracas Stock Exchange since 2010. Price and Foreign Exchange controls for 10 years, hyperinflation and economic sanctions, made the Board decide postponing investing.
- In 2014, acquired a Pharmacy in distress. Specialized in supplying medications to insured patients in the private sector to and Online Pharmacy (www.auximed.com). Investment in 2015 of USD \$100,000. Net Profits 3 years later: USD\$ 250,000/year and growing.
- **Member of the Global Impact Investor Network.** Management Team in place.
- **Awarded:** Entrepreneur of the Year 2009, by Magazine "GERENTE".

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CARACAS TELEPORT BUILDING. OTASSCA CORPORATION.

Owner as a Family Member. Turnaround and Corporate Recovery Experience in Real Estate, (1999 – 2008). Caracas, Venezuela, (www.otassca.com).

Family owned Commercial Office building in Caracas, 150,000 sq ft .. “Wrong location” and “Bad timing”. No real estate broker saw any potential to lease the office and commercial space.

- **Approach:** Created a Unique Value Proposition: The Caracas Teleport Building. A cluster of technology and e-commerce companies. Networked with the major telecom and internet companies in Venezuela. Created a Unit of Corporate Services (marketing /PR/ event planning) to consolidate the marketing effort of Ecommerce start-ups and boost their sales and deliver on the promise of “most \$ Revenue/SqFt” in the city.
- **Results:** 100 % Occupancy. Shifted the real estate paradigm from “Location, Location” to “Broadband, Broadband and Community”. Hosted IT / Telecom / internet events and trade shows. Became a landmark building for ecommerce companies. Operating Cashflow from negative to positive after year 1. Exited and sold the building before economic crash at 6 times investment after 8 years.
- **Awarded** “The Building of the Year 2000” by the World Teleport Association, Calgary, Canada.

OTASSCA INVERSIONES C.A.

Partner. Turnarounds and Corporate Recoveries Expert. Caracas, Venezuela (1990 – 1999).

Anticipated the consequences of a significant increase of interest rates to stop devaluation of the currency in 1989.

- **Approach:** Founded the first turnaround management company in Venezuela. Made a Joint-Venture Alliance with Deloitte Touché of Venezuela for 7 years.
- **Results:** Recovered and turned into profitability more than USD 1,174 millions accumulative assets of 20 companies. Equity of Companies Turnaround went from negative USD - 70 millions to positive USD 175 millions+, 30% average rate of return, and 20month average restructuring time. Details of each turnaround available upon request.

Other Executive Experience (1985-1989)

Procter and Gamble Venezuela, Auditor of Operations

Vencemos (CEMEX) M&A experience, in Caracas, Venezuela

BOARD OF DIRECTORS

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- British Columbia Produce Marketing Association, BCPMA, May 2022-
 - Liver Foundation (non-profit), Vancouver, BC, Canada, 2016 – 2020
 - Catholic Church, Economic Committee (non-profit), Caracas Venezuela, 2010 –2020
 - Corimon, Conglomerate listed in the NYSE, Caracas, Venezuela, 1996-1998
 - Pro-Venezuela (non-profit), 2002-2010
 - Fedecamaras (Federation of Chambers of Commerce and Industry of Venezuela), Member of the Economic Committee, 1985-1989

EDUCATION

- Harvard Business School, Owner / President Management Program – 1997-2000. Alumni.
- Universidad Católica Andrés Bello, Law Degree, Caracas, Venezuela – 1989
- IESA, MBA, Caracas, Venezuela - 1985.
- University of Chicago, Master of Arts / Economics – Chicago, Illinois – 1983
- Iowa State University, Bachelor of Science in Economics and Political Science, Ames, Iowa – 1982

CERTIFICATES

- Circular Economy and Sustainability Strategy Program. Cambridge Judge Business School, University Of Cambridge, April 2022
- Indigenous Canada, University of Alberta, Coursera, December 2021
- ESG Webinar Series : **Global Impact Investor Network (GIIN), 2021**
- Harvard Business School, private equity investment and venture capital series - 1996-1997

HIGHLIGHTS

Contributed columns for The Wall Street Journal, The Corporate Renewal Journal, and 15 leading newspapers in Latin America.
Columnist El Universal, Caracas, Venezuela since 1994 –
Member of the **Global Impact Investor Network (GIIN)**