

JEFFREY B. WEINSTOCK

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MARKETING PROFESSOR AND INTERNATIONAL MARKETING EXECUTIVE

- International Marketing Strategy
- International Product Marketing
- Strategic Alliances
- New Market Entry

- **Led US\$9 billion pharmaceutical company into European market**, including developing joint licensing agreements with major European drug producers.
- **Brought sales of US\$12 billion cruise line to highest levels ever**, optimizing distribution partner network and leading 14 managers to record performance.
- **Negotiated and implemented international academic cooperation agreements** for world-renowned scientific body, including managing offices in Asia and Middle East
- **Opened up Latin American market for \$25 million Software Company**, establishing strategic partnerships throughout the region plus implementing direct sales and marketing initiatives.
- **Lecturer in Marketing** at leading Southeast US Business School

Multicultural leader fluent (native speaker level) in Spanish, Portuguese and Hebrew with strong knowledge of French and Italian. MBA in Marketing. Proven ability to successfully lead and motivate complex international teams, as well as build effective relationships with companies, partners and clients from around the globe. Extensive travel throughout 40+ countries in Western and Eastern Europe, Latin America, Asia and Middle East. Lived and worked in US, Brazil, Colombia and Israel.

PROFESSIONAL EXPERIENCE

University of Miami, Coral Gables, Florida

August 2004 – present

Leading private university in Florida with 15,600 undergraduate and graduate students.

Lecturer in Marketing, School of Business Administration (full-time since January 2009)

Teach courses in Marketing and International Marketing at undergraduate and post-graduate level, in both English and Spanish. Teach in numerous Executive Education programs for leading U.S. and international corporations. Specialties include international marketing, segmentation analysis and new product development. Faculty Advisor to U.M. American Marketing Association Chapter and serve as consultant to various profit and not-for-profit organizations.

Carnival Cruise Lines, Miami, Florida

June 2004 – January 2009

Largest cruise line in the world, member of S&P 500 and FTSE 100, with \$12 billion in revenues and 31,000 employees.

Vice President, International Sales and Marketing

Responsible for all sales and marketing in 80+ countries outside US. Activities included defining annual country sales and marketing plans including budget, marketing and advertising initiatives, sales goals; negotiating and maintaining agreements with Preferred Partners representing Carnival in each country. Managed 14 marketing, sales, and finance managers.

- Drove international sales to highest levels ever (2005, 2006, 2007, 2008), including introduction of record-breaking European product in UK, France, Russia, Japan and Australia.
- Repaired damaged legacy relationships with Preferred Partners.
- Sought out and replaced partners in countries with unsatisfactory performance (Brazil, Chile, Australia, France, etc.) leading to increases of 35-85% in sales.
- Implemented and improved quota-based incentive system for international sales force.

Sabre, Miami, Florida

July 1996 – December 2003

\$2+ billion, S&P 500 leading multinational developer of travel and technology software, with client base including the world's largest airlines, hotel chains and corporations.

- ✓ **Director, Product Marketing, Latin America**
- ✓ **Director, Emerging Business, Latin America**
- ✓ **Marketing Manager, Latin America**

July 2001 – December 2003

August 1999 – July 2001

July 1996 – August 1999

Responsibility for product and brand marketing for Latin America Division with over 400 employees in 53 offices in 23 countries. Activities included definition of market needs; product development, including functional specifications, pilot and alpha/beta testing; liaising between field staff and product development to ensure products met market needs; creation of all product collateral materials; market research, competitive intelligence, and creation and implementation of quarterly product plan. Managed 6 Product Managers and Product Specialists, and reported to Senior VP – Latin America/Caribbean

Played key role in growing sales 25% in Brazil, Argentina, Chile, Peru, Colombia and Venezuela.

- Negotiated and closed deals with top 2 Latin America Internet portals and launched their travel sites.
- Planned and launched over 30 products that were instrumental in retaining clients plus winning business from the competition.
- Hired, trained and developed staff that was highly knowledgeable of marketing principles and strategies. Conducted monthly product training sessions for approximately 300 Latin American employees in 23 countries.
- Worked closely with Product Marketing VPs to ensure global products and procedures met our customers' specific wants and needs.

Surecomp Development, Inc., Tel Aviv, Israel

October 1993 – June 1996

Developer and distributor of international banking software, with revenues of approximately \$25 million.

Director, Latin America Marketing and Sales

Led all marketing and sales initiatives in Latin America, with activities including market studies, client development, product presentations and demonstrations, preparations of sales proposals and contract negotiations. Performed 65% travel. Reported to CEO.

- Drove this unknown company with no sales in Latin America to become a major player in the region's banking software industry, known for its reluctance to do business with new vendors.
- Negotiated and established strategic partnerships with IBM (key player) in most countries.
- Established reputation for company as trustworthy partner and invaluable technology provider.
- Forged numerous relationships during 1½ -2 year sales cycle despite highly priced packages in the \$1 million range.
- Laid groundwork for establishing company's Latin American regional office.

National Academy of Sciences and Humanities, Jerusalem, Israel

August 1990 – October 1993

Israel's leading scientific organization, responsible for promoting and funding scientific research at all the universities and research institutions as well as representing Israel in foreign scientific bodies, including UNESCO and ICSU.

Director, International Scientific Relations

Responsible for all scientific marketing, including establishing joint ventures with foreign scientific organizations; drafting, negotiating and administering agreements for international cooperation; and managing Beijing and Cairo offices. Oversaw small staff and reported to Director General.

- Negotiated and implemented agreements for international cooperation, including exchanges of researchers and scientists, with Academies of Sciences and universities in Western Europe, Eastern Europe and Asia.
- Worked closely with Israeli Foreign Ministry to use scientific exchanges as tool for establishing or improving international relations.

- Organized over 120 foreign scientific exchanges for conducting joint research and giving courses as visiting professors.
- Organized first-ever China-Israel scientific conference, laying the groundwork for transformation of Beijing office into Israeli Embassy and establishment of full diplomatic relations.

Teva Pharmaceutical Industries, Jerusalem Israel

October 1988 – August 1990

\$9 billion, world-leading developer and distributor of proprietary and generic drugs

Assistant Director, International Business Development

Responsible for identifying business opportunities in Europe, Asia and Latin America.

- Developed and implemented generic drug and medical devices marketing strategy that led company into Europe, including Germany, Italy, France, UK, former USSR and Hungary.
- Worked on joint licensing agreements with major European drug producers.
- Led Teva's proprietary renal failure drug's entry into the large osteoporosis market.

EDUCATION / ADDITIONAL INFORMATION

B.A., Economics/Political Science, Yale University

Minor: Spanish/Portuguese

Summa cum laude; Phi Beta Kappa

Winner of prizes for excellence in Spanish and Portuguese

M.B.A., Marketing, Hebrew University of Jerusalem,

Magna cum laude

Highest scores on MBA dissertations in Marketing (100) and Organizational Psychology (100)