

## Jack Fermón Schwaycer

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### Education

2006 - 2007 Data Mining Specialist - SAS / Universidad Anáhuac  
2004 - 2006 Master in Industrial Engineering - Universidad Anáhuac  
2004 - 2005 Strategic Planning Specialist – Universidad Anáhuac  
1999 - 2003 BS in Information Technologies and Telecommunications Engineering – Universidad Anáhuac

### Skills

Resourceful, principled, hardworking, amicable, and excellent managerial, and communication skills.  
Fluent in English, Spanish and Portuguese.

### Google trainings and Certifications:

- EDGE (Leadership for Engineers)
- Miller Heiman Strategic Selling training
- Project Management and Communication Skills
- Several internal Google Certifications in advertising and digital marketing (AdWords), technical, API management, Google Analytics, etc.

### Professional Experience

2007 - to date Google

- Technical Program Manager Regional Lead - Google for Education - Emerging Markets (12/14 - Current)
  - Main Responsibilities: Bring technology (connectivity, apps and training) to schools and universities in the region to foster and improve the education and learning online. Lead the LATAM team, define the strategy and budget for the region, work with C-Level decision makers at governments and with senior stakeholders in cross-functional teams.
  - Main Achievements:
    - Became regional lead (LATAM), increasing the scope and complexity of my projects, and becoming accountable for all the region. In addition of creating the strategy and managing the regional team.
    - Closed Google Apps for Education deals with different Ministers of Education, public and private schools, benefiting >3M users.
    - Planned infrastructure project to create 9 regional IXPs in Mexico, in collaboration with [CUDI](#), increasing the Internet bandwidth to more than 100 universities.
    - Led the technical side of the Google Play for Education development and pilot in Mexico.
    - Created and executed the Chrome Devices Library project in 3 Universities, to create awareness of Chrome OS devices in Education.
    - Contributed to the '[Google for Education Solutions](#)' guide in the Connectivity and Infrastructure chapter.
    - Education spokesperson in LATAM (several press conferences and interviews.)
    - Delivered more than 10 conferences in education, technology, connectivity, etc.
- Technical Program Manager - Google for Education - Emerging Markets (10/13 - 12/14)
  - Main Responsibilities: Planning and deployment of Google Apps for Education. Network design and deployment of IT infrastructure projects in Emerging Markets to increase and improve Internet access in these countries. Bring technology (connectivity, apps and training) to schools and universities in LATAM (mainly Mexico and Colombia) to foster and improve the education and learning online. Design and implement networks at schools, Google Apps for Education (GAfE) planning, deployment and training, integration with other educative platforms, partner management, etc.
  - Main Achievements:
    - Google Apps for Education (GAfE) Adoption
      - Proactively deployed GAfE in more than 20 LATAM high priority schools and universities, benefiting ~600k users.
      - Increased the GAfE total users in more than 20%, and grew the 30 day active users by ~27% (28% in Mexico and by 27% in Colombia).
      - Working in long term large deployments with large universities and Ministries of Education (Guatemala, Mexico, Chile) benefiting > 10M students.
      - Established a relationship and managed 13 new deployment partners to scale the implementation and adoption of our products at schools.
      - Managed large budgets to invest in high impact Education projects (Google Apps and Infrastructure) and to sponsor education events that foster the Education ecosystem in the long term.

- Connectivity and Access Infrastructure
      - Coauthored and published a technical [Access Infrastructure Guide for Schools](#)
      - Created project to increase WiFi coverage in unprivileged rural schools and to connect remote schools with WiFi bridges using cheap and home materials with a potential impact of ~160k connected users on ~80,000 schools in Mexico.
      - Designed, tested, prototyped and built WiFi antennas with waste materials for the project mentioned above, obtaining great results in terms of antenna gain and coverage increase.
    - Scholas Integration project
      - Contributed to the design and creation of the [Scholas](#) global education platform, benefiting more than 230k schools.
      - Technical consulting to integrate Google Apps for Education into the platform, increasing the adoption of our Education products.
      - Helped with the technical and connectivity matters to perform a Hangout on Air with The Pope, including negotiating with the Telecommunications Ministry of The Vatican and leveraging our Carrier relationships to find a donation of an Internet link in a school in El Salvador.
      - Represented the Google for Education team in The Vatican for the launch.
    - CRM System
      - Evaluated the team needs of a CRM system and designed the initial requirements.
      - Co-managed the CRM project for the team (planning, prototyping, implementation, adoption)
    - Public speaking:
      - Delivered >10 conferences about Education / Google Apps for Education (including UNICEF, Tical, several universities) impacting >2,000 people (government, NGOs, students, professors.)
      - Delivered 3 conferences about infrastructure/connectivity in education (including OAS, EDUCA, etc.) impacting decision makers at Ministries of Telecommunications and Education, as well stakeholders of schools and universities.
      - Delivered motivational and professional development conferences to children, professors and their parents in rural unprivileged schools.
    - Press and media:
      - Official spokesperson for Education in Mexico.
      - Spokesperson for the Google Classroom launch in Mexico, including TV, Radio and print media impacting >90M people (not unique) with these communications.
- Americas Deployment Specialist - (12-12 - 10/13)
  - Main Responsibilities: Interface the Sales Teams with Product and Engineering teams to launch, prioritize and deploy internal products and drive consistent adoption globally. Design and implement sales work-flows with technology and internal tools to increase efficiency and productivity of the sales teams.
  - Main Achievements:
    - Worked in a Sales and Operations project to increase the efficiency of the sales teams by decreasing the number of tools they use, saving > 1M hours / yr to the sales teams.
    - Deployed ~25 new and beta features of the CRM system, increasing the productivity of the sales users and allowing them to have better usability.
    - In charge of the CRM Guru program. User satisfaction scored 4.75/5. Increased support volume of my team in 109%
    - Helped with the development and launch of an Internal Marketing system, with an estimated annual revenue growth of 800%
    - Launched a Permissions project to lock down information to users across internal tools. Also created training materials and a support model, decreasing escalations in 400%
    - Created the Best Practices Framework to enable a structured way to document best practices and to share them to have consistent adoption globally.
    - Developed several internal tools using Google infrastructure like Apps Script and App Engine.
- LATAM Product Specialist (09/10 – 11/12)
  - *Main responsibilities:* Product launch and deployment coordination of Advertising and Internal products, feature requests prioritization (negotiation with PM's and Eng team), product commercialization Strategies, develop product training.
  - Main Achievements:
    - Determined a recommendation of new FOP's to bill Google Products by working with the Emerging Markets team by creating complex analyses about partners and new possible FOP's.
    - Launched a new billing platform for Ads in all LATAM.
    - Successfully launched at least 5 of the largest AdWords features in LATAM.
    - Worked in the improvement of word classification model resulting in a ~35% of improvement.
    - Launched the second version of the internal CRM system.
    - Increased the adoption of the CRM system in LATAM making it the region with highest adoption in the

world.

- Developed several internal tools.

- Account Manager (09/09 - 09/10)
  - *Main responsibilities:* Upsell and grow the revenue of large customers by managing the relationship with C-level contacts, and delivering complex analyses about performance, opportunities and possible expansions.
  - Main Achievements:
    - Upsell of retails accounts in more than 600% QoQ.
    - Signed annual service agreements with most of the Auto brand safter negotiations with CMO's.
    - Developed several Internal tools to optimize the day-to-day work of the Sales Teams.
- Account Strategist Associate (11/08 to 09/09)
  - *Main responsibilities:* Large Customer Accounts Optimization and Upsell for Auto, BIM, Finance, Media and Entertainment, Tech and Retail verticals. Deep analysis on strategic customers.
  - Main Achievements:
    - Worked on large retail and finance clients, growing them on revenue from 16% to 100%, and growing the ROI of most of them in more than 500%.
    - Grew one of the biggest Auto brand account in 2.9x and signed an upsell proposal of 3x USD.
    - Led the creation of the US Hispanics (USH) team, optimized and grew USH accounts and established USH optimization best practices.
    - Developed an Upsell internal tool
    - Monthly contributions to the Google Official [Web Analytics Blog](#) for LATAM.
- Account Strategist Coordinator (from 03/07 to 11/08)
  - *Main responsibilities:* Large Customer Accounts Optimization and Upsell for Auto, BIM, Finance, Local and Retail verticals.
  - Main Achievements:
    - Strategically worked on large retail growing them on revenue on up to 100%
    - Worked on one of the biggest Auto brand accounts – signed Google Global Deal and developed local strategies for model launches.
    - Developed the first CRM system used in Google Mexico

2006 - 2007 Department of Engineering – Universidad Anáhuac.

- Webmaster, Head of Network and Telecommunications Labs and administration of databases.
- Networking and servers administration.

2006 *Freelance:* Design and Development of Web Sites.

- Over 10 customers, including OEA (OAS), Reckitt Benckiser, Banco de México, Mattel, Colgate, etc.
- Design and develop of Web sites, Micro-sites, Video Games, database and server/networking hardware migration, etc.
- Using Cisco networking equipment, MySQL, SQL Server, Postgres, Oracle, PHP, ASP and ActionScript.

2004 - 2006 CADIT – Universidad Anáhuac

- Networking, server and databases administration.
- Webmaster.
- Design and development of an Academic Information System (PHP and Postgres).

2000 - 2001 Central Médica (Medical Website)

- Network and servers administration.
- Consulting in sites development.

1999 - 2000 *Freelance:* Avaya Communications, Arquetipo, Trademex, Sublitán, Acuarela, Mashalá, etc.

- Consulting in networking.
- Design, installation and administration of networks.
- Websites development.
- Servers and database migrations

1998 - 1999 Mexican Red Cross (National Communications Coordinator)

- Administration of Telecommunications Area and Management of personnel.
- Design wired and wireless telecommunications networks (Internet, radio and satellite equipment) for disaster events.
- Teaching in telecommunications and disasters trainings.

## Technical Knowledge

- Good understanding of most Google technologies, products and platforms.
- Programming languages: Apps Script, C, HTML, PHP, ASP, ActionScript, Visual Basic..
- Telecommunications: networking and backbone infrastructure, local networking, wireless networking, as well as installation, maintenance and operation of HF, VHF, UHF, satellite equipment and antennas.
- Digital marketing and web analytics
- Data mining: SAS Enterprise Miner, SAS Enterprise Guide.
- Geographic Information Systems (GIS): Software ESRI, MapInfo, Mapsource.

## Teaching and Public Speaking

- 2015 Google for Education, Higher Ed CIOs, Mountain View, CA, United States  
Connectivity needs in LATAM, Virtual Educa, OAS, Queretaro, Mexico  
"The Classroom of the Future" at ITESM, Mexico  
'El aula del futuro' conference at Tu Mejor Colegio, Guadalajara, Mexico
- 2014 'Innovation @ Google' conference at Universidad del Valle de Mexico, Mexico  
The classroom of the future conference - Google Press Event, Belo Horizonte, Brazil  
Educative innovation conference at Universidad Anahuac, Mexico  
Spokesperson for the Google for Education launch in Mexico ([Media report](#) - Tier 1 TV and print)  
Implementation of connectivity and Tech. platforms for Education at Google for Edu event, Mexico  
3 GAfE talks in the 1st Spanish speaking [GTA](#), Mexico  
'Innovation @ Google' conference at Universidad Iberoamericana, Mexico  
'Innovation @ Google' conference for Ericsson, Sweden.  
Official spokesperson for Education and Google Classroom (Media report. Interviews: 1, 2, 3, 4, 5)  
Connectivity for schools conference, Google Partners Event, Mexico  
Guide to get schools online conference, Google Partners Event, Mexico  
Connectivity for Education conference, EDUCA, Mexico  
Panelist at Technology in education panel (>600 attendees), EDUCA, Mexico  
Conferences about success - Niños y Niñas de la Sierra, Jalpan México  
Connectivity in Schools Conference - Virtual Educa (OAS event), Lima Peru  
Google Apps for Education Conference - TICAL event, Cancún, México  
Google Products conference - Universidad Autónoma del Occidente, Cali, Colombia  
SEM and AdWords lectures for the Master in Internet Business ISDI, México  
Host / Anchor for the Hangout on Air interviewing [Jorge Drexler](#)
- 2013 Google Apps for Education in rural schools conference, UNICEF Argentina  
Cloud computing and developing - 8 bit party - IPN University, Mexico  
"Working at Google" Hangout on Air for GSA's - Google+  
Google for entrepreneurs lecture – Anáhuac University, Mexico  
NFC technology for Android TechTalk - Google Mexico  
Google AdWords for entrepreneurs - Woman 2.0
- 2012 Cloud Computing lecture – Anáhuac University, Mexico  
Digital Marketing 101 – Iberoamerican University, Mexico  
AdWords lecture at Cátedra Google - ITESM University, Mexico
- 2011 More than 10 interviews for Technology Magazines and Newspapers  
Web Analytics lecture - UCA University, Buenos Aires, Argentina  
Google API's lecture – Anáhuac University, Mexico  
Behavioral Targeting conference and round table - IAB Mexico  
Google+ conference (with Gopi Kallayil) – Esto es Google, Mexico  
"La vida es búsqueda" conference – Esto es Google, Mexico  
Google AdWords conference – Esto es Google, Mexico
- 2010 HTML training - Google Mexico  
Digital Marketing lecture – Anáhuac University, Mexico  
Efficiently Use of Marketing Budgets Conference – Google Conversion Day, México  
Online Marketing training - Starcom, SMG, Miami FL, USA
- 2009 Over 30 Digital Marketing, AdWords and Web Analytics trainings to Google Agencies and Customers.
- 2008 Online Marketing Conference at "Wild Marketing" congress. – ITESM University
- 2005 - 2006 Thesis Adviser on Information Technologies projects, Engineering Department. - Universidad Anáhuac
- 2004 Synodal Examiner of Programming. - Instituto Politécnico Nacional (IPN)
- 1998 - 1999 Several courses and conferences of Disasters and Telecommunications in Disasters. - Mexican Red Cross
- 1996 Conferences on wireless communications at the Technological museum (CFE). - SEP and CONACYT

## Research

- 2007 Churned bank accounts pattern detection using Data Mining.
- 2006 Model for crime prediction in Mexico City using Data Mining and Geographic Information System (GIS).
- 2004 Development of a vehicle's location system via satellite using radio (AX.25 protocol).

## Hobbies and out-of-work achievements

- Animals, and rescuing dogs. Developed a pet adoption site [www.buscafuska.com](http://www.buscafuska.com) (~500 monthly pet adoption applications).
- Volunteer at the Mexican Red Cross for 9 years. Youngest National Coordinator in the Mexican Red Cross history.
- Mountain and Road bike. Have ridden 170 mile competitions.
- Rock climbing, hiking and mountaineering. Have climbed the highest summits in Mexico (5,800 meters altitude).
- Artistic photography.
- Art and science of brewing and drinking coffee.