

GABRIEL J. ESPARZA

Experience

2003-Present

AMERICAN EXPRESS

Director – Business Development, Global Corporate Services

LOS ANGELES, CA

Source and negotiate complex commercial card deals with companies over \$2B in revenue.

- Signed major \$35M Purchasing Card deal, exceeding full year target within four months of tenure.

Director – Industry Development, OPEN from American Express

NEW YORK, NY

Led team of four managers who assessed industry-specific opportunities for roll-out across divisions.

- Managed corporate initiative to grow B2B spending (23% growth; \$30B in `07).
- Drove business development effort to stimulate commercial insurance spending (38% growth; \$408M in `07).

Senior Manager – Industry Marketing, OPEN from American Express

NEW YORK, NY

Responsible for setting strategy and leading the execution of marketing efforts for \$2.4B, B2B healthcare portfolio.

- Designed the Industry Marketing strategy and grew B2B healthcare portfolio by 30% (`06).
- Conducted direct mail spend campaign (9.6% lift of incremental \$11M in volume over 3-month campaign).

Senior Manager – Business & Product Development, OPEN from American Express

NEW YORK, NY

Lead capability development that drove B2B card acquisition and improvement of the customer experience.

- Developed capability to provide approved applicants use of their account number prior to receipt of card plastic.
- Expanded the ability to cross-sell business cards to both consumer card prospects and card-accepting merchants.

2000-2002

DIAMOND CONSULTING

NEW YORK, NY

Senior Associate Consultant

Performed a variety to strategic analyses, project management and “killer app” ideation for strategy consulting firm.

- Developed cost model for roll-up of a major medical supplies distribution company.
- Served as principal author on the firm “point-of-view” paper on Customer Relationship Management (CRM).
- Served as Acting Chief Operating Officer for \$4M non-profit faced with post-Sept 11th funding constraints.

1995-1998

THE WALT DISNEY COMPANY

ORLANDO, FL

Internal Consultant – Walt Disney World Company

Directed process redesign project for capital development initiatives between Disney Imagineering and Attractions.

- Performed analysis of operating procedures, capital authorization processes and organizational structures.
- Assisted in the redeployment of duplicate technical expertise and reduction in inter-divisional competition.

Operations Manager – Epcot, Walt Disney World Company

ORLANDO, FL

Responsibility for \$10M theme park pavilion including restaurant, merchandise and attractions operations.

- Daily oversight of up to 45 employees with specific career development leadership for a team of 15.
- Served as financial manager with responsibility for identifying efficiency enhancements (5% `97 labor savings).

1994-1995

ROTHENBERG SYSTEMS INTERNATIONAL

MEXICO CITY, MEXICO

Manager Latin American Operations

Sales and account management for U.S. software company specializing in financial services processing technology.

Education

1998-2000

HARVARD BUSINESS SCHOOL

BOSTON, MA

Master of Business Administration. Awarded the National Society of Hispanic MBAs Scholarship and Hispanic Scholarship Fund Award. Elected Section President. Founder of the Latino Students Association (LASO).

1990-1994

STANFORD UNIVERSITY

STANFORD, CA

Bachelor of Arts degrees in Internal Relations and Psychology. Recipient of the Hispanic Scholarship Fund Award. Studied abroad in Argentina.

Affiliation

2004-Present

HARVARD LATINO ALUMNI ASSOCIATION – Co-Founder and Vice-Chairman of the Board

2005-2008

NATIONAL SOCIETY OF HISPANIC MBAs – Corporate Advisory Board

2006

HISPANIC SCHOLARSHIP FUND – Hall of Fame Inductee

1999

BRONX CHARTER SCHOOL FOR THE ARTS – Co Founder and Chairman of the Board of Trustee