

Dear PRTask Force Team Members:

The PROMESA's Executive Management Team's, job is definitely full of wonderful opportunities and practical challenges!

In anticipation to the arrival of the PROMESA Executive Team by September 1<sup>st</sup>, Puerto Rico is privileged to have hundreds, if not thousands of very worthy plans and/or proposals on the table, that have been /are being written for the PROMESA's Support Team to categorize, evaluate, analyze, improve, or simply put aside; and quickly start implementing all those that are within their job objectives or are financially promising...

These plans, proposals, new and great ideas and suggestions, etc., are being written by

1. All six 2016 candidates to governor and their political parties,
2. The Current Government of the Hon. Alejandro García Padilla,
3. Hundreds of corporate, civic, social, quasi government groups and dozens of non-profit organizations, and
4. Many political analysts, newspaper invited contributors, university professors and many other community leaders, who really care about the economy of the island and its overall future.

The overall objectives and goals of all these plans simply are to:

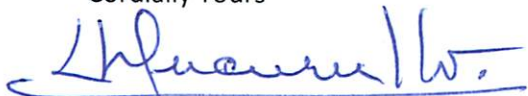
1. Establish a serious, long lasting and non-political fiscal discipline for PR, for future decades,
2. Identify up to \$2 billion dollars in savings across the current proposed annual budget expenditures mostly in order to:
  - a. Pay annually bondholders, who own some \$70 Billion in debt
  - b. Pay hundreds of government suppliers, who have not been paid within the last year or so
  - c. Send to some 300,000 taxpayers their long due Hacienda's Tax Payers Refunds, which they overpaid in 2014 and 2015
3. Completely re-organize the government's 78 counties or "Municipios," and its 135 departments and some 300 agencies...

Furthermore, a most powerful Economic Task Force, (made of eight US Congress Members, including our Resident Commissioner, Hon. Pedro Pierluisi), has been charged with the task to provide the PROMESA Executive Management Team, with a complete, minimum ten year comprehensive Economic Development Plan, that may be worth at least some \$10 billion dollars in 2017 alone! to start implementing it right away, for the benefit of the island...

With all the globalization speeding up everywhere, God only knows how much government, economic and developing work is waiting the TEAM to get started. Again, the table cannot be better served!

Let's go to work! Let me be part of the PROMESA's Supporting, Research, and Implementing Team!

Cordially Yours'



Oscar Cucurullo

## OSCAR CUCURULLO II

Sales, Service, Sr. Marketing VP and Strategic Consultant  
Banker, Realtor, Lobbyist, Journalist, Public Relations & PMM Mgr.  
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August 25, 2016

Mr. Jack Lew  
Secretary of the Treasury  
Washington, D. C.

Dear Mr. Secretary:

Most respectfully, I am submitting to you my resume for your review as a very strong and knowledgeable potential candidate for membership in the Advisory Board or the Management Consulting Team of the newly created Puerto Rico Oversight Management and Stability Act Board (PROMESA Financial Board).

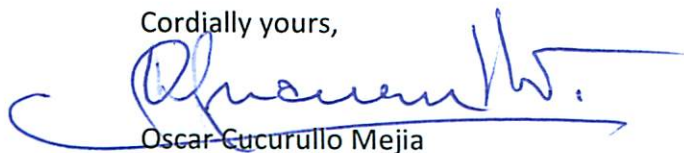
Very briefly summarized, I am currently a seasoned senior Ex Citicorp/Citibank VP for PR and all of Latin America with 20 years of successful experiences. Later, I became the General Coordinator for Contacto PYMES for Banco Santander, the leading small business incubator in government and private industry for years. That program was the very first all around initiative to help the more than 60,000 small businesses in the island, which earned multiple recognitions and coveted awards across industries in the marketplace.

Furthermore, I am currently a licensed Realtor, Public Relations Manager, Journalist, Lobbyist, and a 32 Degree Mason, with great Expertise in Project Management Methodology and all the Marketing Disciplines.

Most importantly, I am a very well versed businessman in Puerto Rico, who also holds seats at various Boards of Directors in local and regional nonprofit organizations, as well as membership in many leading organizations, that could make me a valuable resource for the members of the Puerto Rico Oversight Management and Stability Act Board (PROMESA).

Mr. Secretary, as you can see from the attached resume, I could be a great asset to the PROMESA Team in guiding Puerto Rico out of its current crisis by straightening its finances and achieving a solid economic development in the near future.

Cordially yours,



Oscar Cucurullo Mejia

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#### **CAREER OBJECTIVE**

**Join a local or a global management team as either a Director of Sales, Marketing, Advertising, Customer Service Quality, Strategic Planning, Public Relations or a combination thereof.**

#### **SUMMARY CREDENTIALS & CUALIFICATIONS:**

- Twenty five years of progressive and diversified experience successfully selling and marketing consumer, banking, information services, and telecommunication wireless products in P.R., the U.S. and overseas.
- Interact very well with senior management, direct reports, operational matrix groups, functional counterparts worldwide, ad agency partners, suppliers, and clients, to effectively gain their support and commitment.
- Recipient of two BBAs, a Masters, a Realtor, a Journalist License, and two other Lobbyist Licenses for the PR House of Representatives and the Senate, have led to exemplary skills in Project Management Methodology and the ability to concurrently develop, lead, manage and execute 100s of sales, marketing, advertising, service quality, PR, and promotional programs that generally exceed business goals.
- Persevering in the attainment of business objectives goals, strategies and bottom line results. Proven performance as a team leader, especially under stressful situations, and a cost effective and bottom-line marketing oriented manager. Expert team work member advancing public policy initiatives.
- Excellent Crisis Manager and proven FEMA Emergency Manager for The Puerto Rico Telephone Co and Verizon Wireless. Wrote all the FEMA Emergency Corporate Plans for Verizon Wireless-P.R.
- Very strong up-down-and side communication, interpersonal and influencing skills; proven ability to remotely motivate and influence others without direct reporting authority. Sharp analytical and financial skills. Excellent regional banking contacts and a thorough understanding of leading Latin American markets
- US Citizen, multi-lingual: Spanish-English. Understand Portuguese and French. Good employee trainer and conference speaker. Love to travel; civic, industry, and community leader. Proven entrepreneurial spirit.
- Free Mason-Treasurer, Honorable Master. Also 32. Rosicrucian, Gnostic and metaphysics leader.
- Expert at obtaining wide variety of Government permits and licenses for businesses in Puerto Rico

#### **PROFESSIONAL EXPERIENCE:**

**March 2000-Present. Intellimedia Group Corporation, San Juan, Puerto Rico and Barquin International, Washington, DC. Vice President of sales and marketing for (1) COMPUTERWORLD AND (2) COMPUTERS AND BUSINESS NEWSPAPERS, Caribbean Editions**

Responsible for interviewing corporate presidents and seniors executives. Also team leader for advertising & sales. Assisted operationally with (a) the printing and distribution of three highly targeted electronic weekly editions with 50,000 copies to VIPs –Who is who in PR-via PDF. (Tecno-Sapiens, Tecno Nuevas, and Grand Planner) and (b) typesetting for the printing of a 15,725 monthly edition of 60 pages, tabloid size newspaper.

**April 1997-March 2000. Celulares Telefonica, Verizon Wireless Inc. /Puerto Rico Telephone Co. San Juan, Puerto Rico. Director of Marketing, Advertising and Promotions.**

Also Senior Management Staff Team Member. Together we turned around a client and money loosing, fraud-ridden and demoralized customer service organization in 18 months. The turn around included regaining the leadership position in the Puerto Rico Wireless Industry, as well as regaining solid, market share increases (reaching 450,000 clients by 2000, for a 45% market share), in spite of a 1998, forty-one days labor strike, due to a Government Privatization Effort, and severe network damage due to the powerful Hurricane Georges. Directed flawless a \$10 million annual corporate marketing, promotional, PR, and advertising budget for three years, without ever getting a single auditors red flag! Also coordinated and attended over forty annual P.R. Conventions and Exhibits. Directed



Corporate name and image programs. Also Key Member of the Puerto Rico Telephone Co. Internet Strategy Committee, as well as the White Pages Directory and the powerful Public Relations & Public Affairs Committee. Head of FEMA Emergency Plan for Verizon Wireless.

**August 1990 - April 1997 Sales, Marketing, Quality Service and Strategic Planning Consultant, San Juan. Selected clients have included Banks, Brokerage Houses. Merchants Associations, Research, Sales. Marketing, Advertising and Promotional Firms and Government Agencies.**

As the General Coordinator of CONTACTO PYMES, during a most challenging almost two year assignment, I successfully directed the development, management, and implementation of the multimillion dollars award winning "CONTACTO PYMES PROGRAM. It was a joint, grassroots outreach program of three leading private businesses (Banco Santander, the UPR-SBDC and Centro Unido de Detallistas) that had all the support of the PR Government, all Counties Majors, and the SBA. Dozens of Merchant Associations, The United Credit Bureau, and five government agencies that frequently interface with the small and medium size business. CONTACTO PYMES visited all 78 PR municipalities reaching some 80.000 businesses. Its professionals gave face to face consulting to over 3,500 business owners and approved thousands of loans totaling \$65 million dollars versus a \$35 million goal in two years. It also provided some 7,000 additional individual managerial counseling and entrepreneurial training meetings. As a result, Contacto PYMES exceeded all its objectives and goals and won the prestigious BBB, SBA and Chamber of Commerce Awards in P.R. And the U.S.A., including the coveted US Hispanic Chamber of Commerce's " Sanchez to Sanchez" Award in 1995. The General Coordinator was also nominated for the SME Top Management Award.

**1975-1990. Fifteen years of successful assignments with CITIBANK, CITICORP, AND DINERS CLUB. Became one of the youngest worldwide Citicorp Vice-Presidents at 31! May 1989-August 1991 (Citibank, N.A. San Juan. Puerto Rico**

**Director of Marketing and Service Quality for the Citibank's Citicorp Portfolio Division - The First Personal Banking & Brokerage Venture of any Bank in Puerto Rico. Today's CitiGold Brokerage Services, are offered thru most Latin American Countries, and based out of Miami, Florida.**

Special task force team member, responsible for assessing the affluent market needs/desires and for determining its profit potential. Co-developed a business proposition to insure the successful introduction of the Portfolio Division by December 1989. Wrote Sales and Marketing. Interfaced with branches. Assisted with the selection of Brokers.

**May 1988-May 1989 Citibank, N.A. San Juan, PR Director of Sales and Service Quality- Direct Business**

Responsible for developing, leading, managing, implementing and tracking customer service quality discipline and for establishing an overall customer sales attitude and methodology throughout the bank's 20 branches network. Also Assistant Director to the Business and Professional, PYMES Business Head developing marketing programs.

**April 1987-May 1988 Citicorp Diners Club, Mexico City, Mexico  
Director of Sales, Marketing. Service Quality, New Products Development. Establishment Service, Public Relations. Strategic Planning and Branch Administrator.**

International Staff Senior Team Member responsible for turning around the money loosing Diners Club Business to avoid closing it down. Responsible for all the above functions in order to 1) maximize profit earnings, 2) direct the evolution of the strategic plan, 3) increase maximum card acceptance through a major national distribution expansion. 4) maximize cardholder penetration and card usage, 5) increase overall card member and establishment revenues, 6) institute an ongoing excellent customer service. Also introduced a Revolving Peso Diners Club Card and a US Dollar VISA Card during the days of the Mexican Bank Nationalization Years!

**1981-1986 Citicorp Global Payments Products Division (PPD) New York and Chicago.  
Director of Regional Marketing - Latin America & concurrent Sales Manager for South America 1983-84**

International Staff Team Member responsible for the formulation and execution of strategic and tactical business, marketing, sales, and operational plans for some 20 Latin American Countries, with emphasis on Argentina, Brazil, Mexico and Venezuela. The successful implementation of those plans resulted in the attainment of regional market share leadership, average yearly earnings of over \$6 million yearly in Net Customer Revenues, during years of severe regional foreign debt, deteriorating economies, triple digit inflation/devaluations, and shrinking travelers check markets. As a result of all the fine work, I was made Corporate Vice President at 31, one of the youngest in the bank.

**1975-1981 Citibank, N.A. Consumer Services Group, CSG, San Juan, Puerto Rico  
Assets Products Manager; Lower Income Marketing Head and also Upper Income Marketing Head.**

Member of the original team that organized the P.R. Consumer Group for Citicorp's Chairman Mr. John Reed. Responsible for the development and implementation of hundreds of successful strategic/tactical marketing, advertising, P.R., and promotional plans for the Citibank branch products and the Credit Card Product Division. Directed the Introduction of Visa and the entire New York CITICARD Banking Technology Island wide. Increased CD and Savings deposits over \$100 million. Managed annual budgets of average \$5MM.

**1973-1975 Colgate-Palmolive, San Juan, Puerto Rico  
New Products Manager and Corporate Promotions Director**

Responsible for developing and/or introducing new products that paid out in less than 18 months to maximize a corporate sales and profits. Directed major corporate promotions that included many famous brands. Introduced Colgate's supermarket discount coupons in P.R., a first in the island. Tracked results with Nielsen Co.

**1971-1973 S.C. Johnson & Son, Inc. Racine, Wisconsin and San Juan, Puerto Rico. International Staff  
Assistant Floor Care Division.**

Assisted Senior Product Manager introducing "Future" Acrylic Floor Polish in the USA. Developed and directed the Marketing Department in San Juan, P.R., offering the company 100+ products islandwide.

## HONORS / EDUCATION / MEMBERSHIPS

<b>Univ. of New Orleans</b>	PMI-Project Manager Professional Certification Candidate by Sept 2008
<b>Lobbyist</b>	Awarded Puerto Rico State Dept. License for House, Senate and Legislators Service 2006
<b>Public Relations</b>	Awarded PR State Department license #89 on August 16 <sup>th</sup> , 2010
<b>BBA-Real Estate</b>	Over 50 credit courses and seminars in Real Estate during the last ten years
<b>Journalist</b>	Puerto Rico Department of State License #6155, since March 2000
<b>Top Management Award</b>	Candidate for the prestigious SME Top Management Award in Marketing  For CONTACTO PYMES – 1994. Declined. Only the 3 Presidents of the Sponsoring Organizations could receive awards. SME will award it to them. It was a personal award
<b>Broker</b>	Series 7 Securities License Candidate - December 1995
<b>Realtor</b>	Certified Real Estate Agent License Number 5335 San Juan. P.R. -1992
<b>Master of Management.</b>	Northwestern University, admitted to (lie Kellogg Managers Program, Chicago, Illinois-1987
<b>Master of Arts</b>	Thunderbird Graduate School of International Management. Phoenix. Arizona-1970-71. Master in Arts, Major in International Management with Honors/Marketing-1971
<b>Bachelor of Science</b>	Thunderbird Graduate School of International Management, Management/Mktg. 1969-1970
<b>Bach. Bus. Adm.</b>	University of Miami. Coral Gables. Florida. Bachelor in Business Administration, Major in Economics and Marketing 1965-1970
<b>Citicorp/Citibank</b>	Senior Managing People Seminar. Credit and Risk. Marketing and Growth, Managing Accelerated Change. Managing Service Quality. Providing Service Excellence, Effective Business Writing. Project Management Methodology, Competitive Strategies. Staff Relations. Face to Face selling, City-Selling and many others.
<b>Others:</b>	Advanced Bank Management Skills and Theory Diploma - 1986(20 banking and credit courses of the American Institute of Banking at San Juan and Chicago). Also professor of Bank Marketing at the San Juan AIB. Many other AMA marketing, sales and finance Seminars.
<b>Memberships:</b>	National Association for the Self-Employed-NASE. The American Entrepreneurs Association-AEA, Centro Unido de Detallistas. CUD Sales & Marketing Executive of San Juan, SME.
<b>References:</b>	Will be gladly furnished upon request. RESUME: Update November 2013