

# Bernardo Hernández

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## EDUCATION

- 2002 **AIMR (Association for Investment Management and Research)**, Charlottesville, VA  
*Chartered Financial Analyst, CFA*
- 9/93 — 12/94 **BOSTON COLLEGE**. Chestnut Hill, MA  
Carroll Graduate School of Management  
*Master of Science in Finance*
- 9/88 — 6/93 **ICADE UNIVERSITY**. Madrid, Spain  
Instituto Católico de Administración de Empresas  
*BS in Business Administration (5 year program). Major in Finance*

## CAREER SKILLS

- Entrepreneurial drive. Project management, negotiation and execution
- Valuation, research and capital Markets

## WORK EXPERIENCE

- 9/07 — Present **Google, Inc.**. California, USA  
Worldwide Director of Marketing for Google Maps and Google Earth
- Promotion and control of Geo related products at Google
  - Business Development and strategic partnership
  - Concentration in primary markets North America, France, Russia and Japan
- 10/05 — 9/07 **Google, Inc.**. Madrid, Spain  
Country Product Marketing Manger
- Localization and launch for Google products
  - Business Development for Google Spain
  - Built team and support for exponentially increase in revenue
- 2/00 — 10/05 **idealista.com**. Madrid, Spain  
Founder Partner and Director
- Leading Real Estate portal in Spain (Nielsen, Alexa)
  - Responsible for strategic planning and business development
  - Mentored Chief Technology Officer and Technology team
- 4/99 — 2/00 **BBVA Gestion**. Madrid, Spain  
Portfolio Manager for the Equity Division
- Managed a \$40 M portfolio invested in consumer and internet stocks
  - Developed valuation tools for portfolio management
- 11/97 — 4/99 **PUTNAM Investments**. Boston, USA  
Investment Associate for the Global Equity Research Group
- Support analyst covering Enterprise Software and Internet stocks
  - Member of the valuation team responsible for developing valuation tools
- 11/94 — 11/97 **FIDELITY Investments**. Boston, USA  
Senior Financial Analyst for Fidelity Investments Systems Company (FISC)
- Analyst for the Global Technology Board. Create Fidelity IT Survey
  - Create, distribute and consolidate financial models for quarterly \$700 M forecast budget

## ACTIVITIES

- 4/03 — Present **Floresfrescas.com, 11870.com, tuenti.com, Bonsai Venture Capital**. Madrid, Spain  
Partner and active investor
- Board meetings and strategic advice
- 11/03 — Present **Fundación Desarrollo Sostenido**. Madrid, Spain  
Member of the Board of Directors
- NGO funding over 80 projects in 15 countries
- 9/03 — 9/05 **ICADE University**. Madrid, Spain  
Assistant finance professor, teaching Financial Analysis class

## LANGUAGES

Native in Spanish, bilingual in English