

Perla M. Perdomo

- As former Chairman of the Development Finance Corporation, led Board of Directors in the re-establishment of the DFC as a viable Lending Institution in Belize
- Instrumental in the achieving of exports of Travellers' product to USA, Canada and Europe
- Negotiated European Union Grant of over 4 million dollars for a Waste Water Treatment plant and other Export oriented projects for Travellers Liquors Limited.
- Served for a total of 10 years as the Deputy Head of Mission at the Embassy of Belize in Mexico City

Skills

- Executive Management
- Negotiations
- Marketing Campaigns
- Product Positioning & Branding
- Market Research
- Media Relations
- New Product Launch
- Fully Bi-lingual English/Spanish
- Basic knowledge of French

Professional Experience

BELIZE HIGH COMMISSION

High Commissioner, 07/2012 to Present

TRAVELLERS LIQUORS LIMITED

General Manager, 09/2006 to 2012

Global Management of the manufacturing, including supply chain, distribution, Human Resources and marketing for the company, overseeing a product line of over 20 products, three retail outlets, and a 100 employees. Directed the brand management, PR, media relations, corporate positioning, product launches, advertising, and tradeshow marketing for the company.

Selected Accomplishments:

- Developed and launched several new products
- Managed the construction of a Rum Heritage Center which can host up to 200 visitors per day.
- Oversaw the construction of a 4 million dollar Waste Water Treatment plant, one of the first in the Caribbean and one which will be capturing renewable energy, making Travellers Liquors one of the few green companies in Belize.
- Instrumental in implementing new Sales and Inventory system for the company to be able to track sales and inventory on a real-time basis.
- Saw the first shipment of container of bottled Travellers Products to Canada
- Saw the first shipment of container of Bulk rum to the Netherlands.

INTER-AMERICAN DEVELOPMENT BANK (IDB)– Belize City

Administrative Officer for Country Office Belize, 10/2002 to 9/2006

Daily administration of the Physical Building of the Country Office in Belize

Human Resource duties for the Local staff.

Offer Logistical support for International Staff and International Missions

Organize IDB special events

Selected Accomplishments:

- Country Office lead organizer in a successful IDB Presidential Visit to Belize
- Assist with the Implementation of the new Accounting System for Operations in Belize

EMBASSY OF BELIZE – Mexico City

Deputy Head of Mission

Minister Counsellor, 1993 to 2001

First Secretary, 1987-1989

Selected Accomplishments:

- Participated with the Establishment of the First Embassy of Belize to Mexico during first posting.
 - Participated in the finalization of Prisoner Exchange Agreement between Belize and Mexico and instrumental in carrying out the first Prisoner Transfer.
 - Participated in the negotiation of Line of Credit from the Mexican Government for the financing of the New Bliss Center for the Performing Arts
 - Instrumental in obtaining Cultural Assistance from the Government of Japan for the granting of sound system valued at one million dollars for the Bliss Center for the Performing Arts.
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Community Service

Selected Accomplishments:

Served as Chairman of the Development Finance Corporation 2008-2012

Selected Accomplishments:

- Chaired Board of Directors responsible for the drafting of new Legislation for the restoration of lending faculties to the DFC.
- Chaired Board of Directors responsible for development and initiation of the implementation of a strategic plan for the Development Finance Corporation transforming it from an Institution that had stopped lending with no lending ability in 2008 to a Development bank which granted a total of 2700 loans up to March of 2012.

Served as Vice President of the West Landivar Citizens Action Committee (WCLAC) 2006-2008.

- Joined with Community of the West Landivar Area of Belize City to ensure protection of the Waterfront for the Park and the Community Use.
 - Organized Consultations to assist the legal officer for the drafting and passing of Zoning Laws for the Community.
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Education

UNIVERSITY OF FLORIDA
B.SCIENCE POLITICAL SCIENCE -1986

- Undergraduate Certificate in Latin American Studies.

UNIVERSITY OF OXFORD

GRADUATE CERTIFICATE IN DIPLOMATIC STUDIES - 2002

- Studies in International Finance and Economics
- International Law
- International Politics focused on European Politics
- Basic French

UNIVERSITY OF PHOENIX -2005

MASTERS OF BUSINESS ADMINISTRATION IN GLOBAL MANAGEMENT with 4.0 GPA

Family

Partner- Ms Carmen Scarleth Ayon Neda, and 3 children – Perla, Ingrid and Alaine