



## **Professor Rafael Soltero**

Sales Instructor

Faculty Advisor to FIU Sales Society, MIA, and Alpha Kappa Psi

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### **EDUCATION**

Master of Business Administration, Rochester Institute of Technology

Executive Development Program, Strategic Marketing, University of Minnesota

Kodak Bridge Program for Electrical Engineering, Rochester Institute of Technology

BS in Chemical Engineering, University of Puerto Rico

### **AREAS OF EXPERTISE**

- International sales and sales management
- Key account management
- International market development
- Managing Distributors and expanding distribution networks
- Product planning, launch & implementation
- Retail sales planning and implementation
- International contract negotiations
- CRM implementation
- Sales and leadership coaching
- Entrepreneurship

### **PROFESSIONAL ACTIVITIES**

Professor Soltero brings 25+ years of progressive experience in product development, managing teams, B2B and consumer sales and marketing, including high-tech capital products and consumables. He has extensive Latin American and Worldwide field experience in establishing new country sales and distribution networks. He served as Director of Latin America for the Digital Printing Business unit of Eastman Kodak for 7 years. He has served as Vice President of Sales and Marketing for three different companies selling in America, Japan and Europe.

Professor Soltero joined FIU as an adjunct professor in 2012 and as a full time instructor in 2014. He has been teaching face-to-face and online Sales, B2B Marketing and Sales, Sales Management, Entrepreneurship and Business Planning courses. He has also developed and delivered Executive Training sessions for national and international companies.

Professor Soltero is an active participant and coach for the FIU Sales Society. He coaches the FIU Sales Team that competes in the ISCS, AMA and NCSC collegiate sales competitions. He is also Faculty Advisor to three student organizations at FIU: [Sales Society](#), [Miami Innovation Association](#), and [Alpha Kappa Psi](#).

### **FUN FACTS**

Professor Soltero was a founder of HOLA, the Kodak Hispanic Organization for Leadership and Advancement in Rochester New York to help develop leadership skills for Hispanic professionals. He loves to play and watch basketball. Although his last name means single in Spanish, he is happily married and has a son who is a Dentist in South Florida.