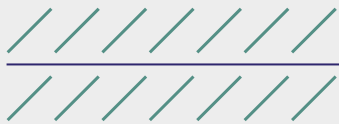


**President**

# **Mr. Vicente Feliciano (Chenti)**



Mr. Vicente Feliciano has a bachelor's degree in Economics, Cum Laude from Harvard University and a master's degree in Business Administration from IMD in Switzerland.

As founder and president of Advantage Business Consulting, Mr. Feliciano has a professional career that spans more than 30 years in the field of consulting in Puerto Rico. Advantage has operated with great success for over 25 years, specializing in market analysis studies, financial feasibility, economic impact analysis and business strategies.

In addition, Advantage has a team made up of nineteen highly trained professionals. Additionally, Mr. Feliciano plays prominent roles, including his position as a member of the Board of Directors of NUC University.

**SCAN QR CODE**



# Vicente Feliciano

## President

Mr. Vicente Feliciano has more than 30 years of work experience including 15 as a management consultant in engagements requiring expertise in strategic planning and financial management.

## Contact

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### Phone

787-751-1818

### Email

chenti@abcpr.net

### Address

1519 Ave. Ponce de León Suite 1001  
San Juan, PR 00909

## Education

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### MBA

IMD Switzerland

### BA (Hons) in Economics

Harvard University

## Language

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English

Spanish

## Experience

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Mr. Vicente Feliciano has more than 30 years of work experience including 15 as a management consultant in engagements requiring expertise in strategic planning and financial management.

Some of the consulting engagements led by Mr. Feliciano are:

- Advised on the business strategy of a financial institution.
- Submitted recommendations regarding the location of a new branch office and the optimization of certain internal processes. Recommendations were accepted because they were feasible to implement, given the corporate culture and resources available to the institution.
- Performed an analysis of the fast-food industry for a financial institution. The report showed the trends in Puerto Rico, presented trends in the United States that would probably be replicated on the Island, and projected the performance of the different players.
- Participated in the selection of a turnaround strategy for a hospital. Tasks included assessment of short- and medium-term alternatives, as well as discussions with both management and medical faculty. Recommendations were accepted by the Puerto Rico management and presented to the head office.
- Advised on the reorganization of the marketing and sales efforts of a furniture manufacturing and import/distribution operation. Recommendations provided the corporate structure required to manage growth. They were realistic and considered the personal issues in this family-owned business.
- Performed analysis of the best use of the commercial property for a retailer. The company had two divisions. Advised on which division should operate in the commercial property and the tenant mix that would leverage this retailing business.
- Advised an Internet start-up company on strategy, positioning, and marketing efforts. Prepared business plans and supported negotiations with venture capitalists.