

**NORBERTO N. MAHECHA (BERT)**  
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## SUMMARY OF QUALIFICATIONS

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**Over 29+ years** of combined exposure in the soccer industry with a wide array of experience in **Commissioner & President of Soccer Leagues, Owner & General Manager Soccer Academy, Business Development, Recruiting, Coaching and Athlete Agent.** Knowledge of various tiers such as: **NASL, NPSL and APSL.** Fully bilingual: **English and Spanish**

## PROFESSIONAL SOCCER EXPERIENCE

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**Sportz Services 4U (SS4U) – Operations, Pembroke Pines, FL** 2004 – Present  
***Owner / President***

Manage 3 affiliations under this company:

1. South Florida Soccer Leagues (SFLSL) – Web Site: [sflsl.com/sflsl\\_bp/](http://sflsl.com/sflsl_bp/)
2. South Florida Youth Soccer League (SFLYSL) – Web Site: [sflysl.com/sflysl\\_bp/](http://sflysl.com/sflysl_bp/)
3. SS4U Sport Agency - Web Site: [ss4u.net/sportagency/](http://ss4u.net/sportagency/)

**South Florida F.C. (SFFC) – Operations, Cooper City, FL** 2010 – Present  
***Owner / President***

Drive and manage the the day to day operations of the youth and adult academy. The club is affiliated with US Club Soccer. Web Site: [southfloridafc.com](http://southfloridafc.com)

**Soccer Town Pembroke Pines (STPP) – Operations, Pembroke Pines, FL** 2014 – Present  
***Chief Operating Officer (COO)***

Drive and manage the APSL is part of the Florida State Soccer Association (FSSA), considered 4<sup>th</sup> tier league in the Florida area. Web Site: [soccertown.com](http://soccertown.com)

**American Premier Soccer League (APSL) – Regional Conference, Pembroke Pines, FL** 2014 – 2018  
***Co-owner / President & Commissioner***

Drive and manage the APSL is part of the Florida State Soccer Association (FSSA), considered 4<sup>th</sup> tier league in the Florida area. Web Site: [apslsoccer.com](http://apslsoccer.com)

**National Adult League (NAL) – South Region, Pembroke Pines, FL** 2013 – 2014  
***Florida Conference Commissioner***

Drive and manage the NAL, which is part of US Club Soccer (USCS), considered 4<sup>th</sup> tier league nationally. Web Site: [nalflorida.com](http://nalflorida.com)

**Cape Coral Hurricanes – Cape Coral, FL** 2013 – 2014  
***Co-owner / Director of Scouting***

Drive and manage the scouting effort. This team is part of the NPSL, which is part of United States Soccer Federation (USSF), considered 4<sup>th</sup> tier. Web Site: [capehurricanes.com](http://capehurricanes.com)

**Over 20+ years** of combined exposure in the technology industry with a wide array of experience in **Wireless Solution Architect, Channel & Content Partner Management, Business Development, Technical Sales, Bids & Proposal and Systems Engineering**. Proven leadership qualities in a competitive, challenging, and changing environment. Fully bilingual: **English and Spanish**

## PROFESSIONAL TECHNICAL EXPERIENCE

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**Alcatel-Lucent – Wireless Business United, Miramar, FL**  
***B&P Wireless Solution Architect***

1998 – Present

Drive Wireless portfolio within the Wireless BU as a presales solution architect. The following are some of the daily activities:

- ◆ Provide Solution Architecture (SA) knowledge in wireless (LTE, CDMA & UMTS/GSM) with integration of wireline (IMS), application and services.
- ◆ Provide presales support to account executives in the North American Region (NAR) for Tier 1, 2 & 3 wireless accounts.
- ◆ Work closely with account executives to qualify and close sales opportunities.
- ◆ Demonstrate a combine sales ability, and consulting skills with a solid understanding of advance and emerging technologies and network solutions.
- ◆ Demonstrated presales leadership position with accountability for driving network design in the wireless domain.
- ◆ Excellent ability to work in team environment and to collaborate on the development of innovative, tailored solutions for clients and prospects.
- ◆ Developed and lead the Solution Architecture process in the region that improved customer delivery time by 30% and improvement End to End solution process.

**Alcatel-Lucent – Application Software Group, Miramar, FL**

2009 – 2011

***Senior Director - Global Channel & Content Partners – Interactive Media & Communication (IMC)***

Drive Interactive Media & Communication portfolio within Application Software Group with global channel partner responsibility. The following are some of the daily activities:

- ◆ Manage channel sales strategy and client relationships for existing and new accounts globally.
- ◆ Conduct contract negotiations (NDA, LOI, & CPA) with the support of Alcatel-Lucent legal counsel.
- ◆ Communicate masterfully with partners on existing and new products and solution offerings.
- ◆ Manage complex, service provider & enterprise solutions sales with Alcatel-Lucent channel partners.
- ◆ Aggressively drive partners to maximize sales and partnership potential through sales, training & support.
- ◆ Manage sales pipeline of 4 to 8 million that address 5 different product domains consisting of 50+ products.
- ◆ Manage the IMC product portfolio, which consist of the Digital Media & Advertising (DMA), Next Generation Intelligent Networks (NGIN), Subscriber Database (SDM), Messaging, & Payment.

### ***SPECIAL ACHIEVEMENTS:***

- ◆ Obtained a **\$4M** revenue stream, within the first year of partner group being established. Established 25+ channel partners with 60+ opportunities in all parts of the world.

## EDUCATION

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1997 Florida International University (FIU) Miami, FL

- ◆ B.S., Industrial & Systems Engineering

2011 Keller Graduate School of Management Miramar, FL

- ◆ Graduate Certificate, Finance Analysis