

# Aida Elizabeth Guifarro Rosales

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## Work Experience

### *Chief Executive Officer & Owner at Via Elite*

June 2006 - Present | Tegucigalpa, Honduras

- Family Financial Protection Planning
- Business Development
- Investment Advising
- Strategy & Innovation Planning
- Mentorship

### *Associate Consultant at Universal Elite Associates*

May 2006 - Present | Miami, Florida, United States

- Family Financial Protection Planning
- Strategic Long-term Financial Planning
- Healthcare Insurance Adviser

### *Associate Producer at Unity Interbroker*

June 2016 - Present | Tegucigalpa, Honduras

- Life Insurance Adviser
- Health Insurance Adviser

### *Managing Partner at ALCOCA S. de R.L.*

August 2015 - Present | Olancho, Honduras

- Development Planning
- Financial Strategy

### *Life and Financial Planning Manager at Interbroker S.A.*

May 2006 - June 2006 | Tegucigalpa, Honduras

### *Business Development Manager at Interbroker S.A.*

March 1999 - May 2006 | Tegucigalpa, Honduras

## Education

### *Coach Integral from Escuela Internacional de Coaching*

2021 | Barcelona, Spain

### *M.S. Finance from Universidad Tecnológica Centroamericana*

1998 | Tegucigalpa, Honduras

### *B.S. Industrial Engineering from Universidad Nacional Autónoma de Honduras*

1995 | Tegucigalpa, Honduras

## References

Andres Gonzales

Regional Sales Director at Best Doctors Insurance

+1 (305) 849-1798

Karen Marin

General Sales and Advertising Manager at Diario La Tribuna

+504 9990-3616

## About Me

My greatest goal is to assist families, executives and entrepreneurs in the most relevant aspects of their long term financial planification, so that they can rely on health coverage, life retirement, sucesion, transfer and heritage protection.

I am deeply committed to the development and training of professional consultants in order to build a wide network of associates that will create a positive impact in the lives of the families place their trust in our services.

## Skills

- Leadership
- Creative Problem Solving
- Coaching/Mentorship
- Fast-Learner
- Critical Analysis
- Entrepreneurship
- Creative Writing
- Sales
- Management

## Languages

Spanish | Native

English | Advanced (Reading & Writing)

## Certificates

Brand Strategy and Positioning from INCAE Business School

2022 | Costa Rica

Ethics and Best Practices from AIVA University / CFA

2020 | Uruguay

Financial Consulting from Universidad de Palermo

2010 | Argentina

Sales Management Strategy from INCAE Business School

2005 | Costa Rica