

## **Albert J. Orosa C.V. Mediator – Miami, Florida**

**Mediation • Arbitration • Neutral Evaluation • Fact Finding • Special Master • Receiver • ADR Training • Mgmt Consultant**

**The Reyes Law Firm & AJO & Associates, LLC**

**Florida International University**

**Miami/Fort Lauderdale Area**

I was born in New York City but grew up in South Florida and have a passion for fishing. They don't call it "catching" because sometimes you go home empty handed. Experience has taught me that to take home the catch you must be armed with the right equipment, the right bait(s), a good GPS to get you to the "honey" hole, and a bucketful of patience and skill. In my Mediation practice, success at Mediation is like going fishing. If you have the right tools, proven listening and people skills, extensive knowledge about the Parties and what led to the dispute, are not easily distracted and stay on a focused course, and finally have inexhaustible patience and resolve...you are more likely to make the "catch" or assist the Parties in reaching a settlement. Let me help you expediently resolve your disputes and manage your conflicts collaboratively.

Management consulting is very similar in its dynamics. Experience starting, developing, and managing businesses is important but so is critical analytical and listening skills where you not only hear what is said but what is not said, and are able to objectively identify where problems exist and how to fix them. In that sense, these professional practices, ADR and Management Consulting are very synergistic. The skills that make me successful in one are transferable to the other.

If you want to know a bit more about me, discuss how we can help you resolve a dispute and/or provide a solution to a business problem give me a call, visit my ADR bio at [www.ReyesADR.com](http://www.ReyesADR.com), or email me at [albertjorosa@gmail.com](mailto:albertjorosa@gmail.com).

CORE SKILLS: Dispute Resolution/Conflict Management, Sales & Business Development, Operations Management (P&L), Budgeting & Forecasting, B2B Consultative Sales, Strategic Planning and Leadership (EBITDA), Key Account Relationship Management, Staff Training & Development, Communications, Contract Negotiations, Public Speaking, Problem Solving, Team-building and Collaboration, Strategic Organizational Development.

## **Experience**

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**Mediator, Arbitrator, Alternative Dispute Resolution Practitioner and Management Consultant**

**Company Name The Reyes Law Firm & AJO & Associates, LLC**

**Dates Employed Sep 2016 – Present**

**Employment Duration 1 yr 2 mos**

**Location Coral Gables, Florida 33134**

Mr. Orosa has extensive ADR legal expertise, extensive international business and ADR experience and has counseled law firms and corporate clients on ADR law, process, best practices, strategy and contract drafting. He has selected, professionally developed, trained and managed a network of over 1500 neutrals leading to extensive expertise in ADR usage, mechanisms, methodologies, and invaluable techniques for conflict management and dispute resolution covering a full spectrum of domestic and cross-border business and commercial disputes. In the last 15 years, as a Management Consultant; Global Law Firm business development executive; and as a Regional Vice President and a key member of the executive management team of the world's largest provider of ADR services (AAA). Mr. Orosa has been responsible for the administration and disposition of more than 10,000 cases involving thousands of Parties, mediators & arbitrators. He has also participated in the set-up, administration and mediated settlement for hundreds of online Mediations and dispute resolution processes. Mr. Orosa was also the lead executive responsible for the AAA's Florida Foreclosure Mediation program which assisted more than 15,000 homeowners attempt to resolve their foreclosure lawsuits with their banks.

Mr. Orosa meticulously and rigorously prepares in advance to fully understand the issues and Party positions from both a legal and business perspective and proactively works to facilitate settlement in his mediations. He takes seriously how people are affected in the disputes which come before him and works tirelessly and diligently to settle his mediations to affect a fair, legally proper outcome of matters he arbitrates.

Mr. Orosa is fully bilingual and culturally fluent. He is known for his intellect, for his active listening and is considered well qualified by his peers to serve as a true neutral in mediation and arbitration matters.

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### **Managing Director**

**Company Name AJO & Associates - Sales, Business Development, Marketing, Mgmt Consultant & ADR Practice (Mediator)**

**Dates Employed Mar 2014 – Present**

**Employment Duration 3 yrs 8 mos**

**Location Miami/Ft.Lauderdale, Florida**

Accomplished and internationally seasoned Sales, Business Development, Marketing and Operations Management Executive and Consultant with well recognized ADR (Dispute Resolution/Conflict Management) Expertise and Mediator practice with a proven track record in complex professional services, non-profit sector management; specializing in leading and management of new business development and major market expansion. Adept at working across sales, marketing, product development, and operations to define, market, manage and deliver complex service and product offerings with internationally recognized expertise in alternative dispute resolution and conflict management (law, practice, methodology & training). Offering a strong background in developing, managing and leading strategic teams in executing complex business initiatives that increase market share, spur business growth, and produce higher revenues and profit margins. Specialized practice in ADR consulting and in facilitating dispute resolution and conflict management for domestic and international individuals and corporate clientele in both Spanish and English.

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### **Regional Business Development Manager, Florida & Latin America**

**Company Name Squire Sanders**

**Dates Employed Dec 2012 – Feb 2014**

**Employment Duration 1 yr 3 mos**

**Location Miami/Fort Lauderdale Area**

Senior regionally focused Business Development Manager for Florida, Dominican Republic and Latin America. Defined business growth objectives for Florida, Dominican Republic and Latin America practice, identified target opportunities, developed office/practice business development plans, and worked with peer/HQ marketing/communication teams to grow business base. Acted as lead facilitator for client expansion and targeting initiatives, defining, implementing, and measuring sound business development and marketing strategies.

Major Achievements:

- Re-focused firm strategy and increased inbound work from Latin American Network affiliated law firms.
- Generated concept, oversaw design and coordinated production and implemented use of innovative graphically appealing marketing handouts for client presentations.
- Produced capability statements, and supervised creation of web-presence for greater Latin American Practice and Finance, Energy and Brazil Desk sub-practices.

- Produced monthly internal newsletter, The Florida Connection, to share new business wins, client successes, firm, office and practice events, new matters and deals, and other developments of interest in Florida.

**.KEY RESPONSIBILITIES:**

- Assess local economic trends and market needs for legal services, and identify local practice and business development opportunities.
- Work with local Office Managing Partners and partners to develop local /regional marketing plans to support their needs.
- Coordinate the production of targeted and differentiated collateral marketing material and other related communications.

Support efforts of lawyers, including coaching them on business development opportunities, pursuing targets and expanding relationships, strategy for conferences, seminars, speaking engagements, and industry events.

- Serve as liaison and coordinate responses for requests for information (RFIs), requests for proposals (RFPs), and other pitches for new or expanded business.

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**Regional Vice President**

**Company Name American Arbitration Association**

**Dates Employed Jul 2001 – Dec 2012**

**Employment Duration 11 yrs 6 mos**

**Location Miami/Fort Lauderdale Area**

Led the activities and operations of the AAA's Miami Regional office and the coordination, development and delivery of the complete range of dispute resolution services offered by the Association. He was also the AAA's lead executive responsible for managing all client relations, business development and retention, operations (P & L) and directed the recruitment, training, diversity and expertise of a select roster of neutrals (500+) in a territory encompassing seven (7) states and Puerto Rico and the U.S. Virgin Islands. These responsibilities at one point included overseeing the operations and work of the Orlando, Atlanta and Charlotte regional offices and three Vice Presidents (2 years).

## Major Achievements:

- Built regional professional service business to a top-three national performer by developing a strong brand presence and strengthening local and global business relationships between AAA/ICDR, law firms and multinational businesses.
- Key player growing the ICDR's Latin American business from 2% to 20% of international business.
- Lead executive and "business owner" responsible for the acquisition, development, training and management of AAA's Residential Foreclosure Mediation business generating in excess of \$7 million dollars in 18+/- months.
- Instrumental in negotiating strategic international cooperative agreements & alliances with major industry entities including: Florida Bar International Law Section, Inter-American Bar Association, American Chambers of Commerce in Latin America, South Florida Group of Regional Counsel.
- Strategically positioned brand by conducting several hundred professional service presentations to individual lawyers in boutique legal practices and full-service AMLAW 100/200 Law Firms, as well as to diverse Fortune 1000 business organizations.
- Successfully organized and managed more than 30 regional and national conferences and educational training programs for business organizations, attorneys and ADR professionals.

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## **Executive Director**

**Company Name America Works**

**Dates Employed 1998 – 2001**

**Employment Duration 3 yrs**

**Location Miami/Fort Lauderdale Area**

Immediately prior to joining the American Arbitration Association, Mr. Orosa spent several years in the public sector as an Executive Director of a federally funded, for-profit "Welfare-to-Work" staffing & recruitment agency. In this position he was responsible for managing the day-to-day operations of an agency that prepared and placed thousands of former welfare mothers and fathers in meaningful employment and assisted in the coordination of social services necessary for those clients to succeed in the workplace.

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### **Vice Consul (Commercial)**

**Company Name British Consulate-General Miami**

**Dates Employed Jul 1993 – Feb 1998**

**Employment Duration 4 yrs 8 mos**

**Location Miami/Fort Lauderdale Area**

British Government Office Responsible for Consular, Investment, Product Marketing, Investment & Trade Development Activities in Florida, Puerto Rico, the US Virgin Islands and Latin America

Vice Consul (Commercial) – Senior Trade Officer;

- Supported Consul in management of Consulate. Directed trade department and fee-based market and product research. Counseled British manufacturers on comprehensive business and marketing strategies for UK companies to enter and gain market share in the U.S., Caribbean and Latin America.
- Led initiative highlighting Florida as a commercial gateway to Latin America for UK manufacturers.
- Negotiated a government funded Scottish Trade-Opto-Electronic Industry Association Florida Office, which attracted a substantial investment.
- Increased UK export business to Florida market by \$150,000,000 per annum.

## **Education**

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### **Florida International University**

**Degree Name Bachelor's Degree**

**Field Of Study Political Science/Comparative Government**

In addition to extensive management training, Mr. Orosa holds a Baccalaureate in Political Science Florida International University