

Senior Business Development Manager

Results-oriented professional with substantial experience developing/implementing effective, innovative, and outstanding sales and marketing strategies to meet business needs and objectives.

An intuitive leader with acute business acumen and expertise in sales development and market penetration; excels at aligning core business, revenue, and growth goals to enhance ROI. Growth-focused individual with solid sales management experience and a proven track record of achieving growth and hitting/exceeding sales targets. A results-oriented decisive leader with demonstrated expertise in managing people, P&L growth, and optimization in complex environments and situations. Skilled in analyzing market trends, leading top-performance global teams, advocating client needs, and ensuring exceptional service delivery. Excellent interpersonal, customer service, analytical, and communication skills with the ability to design and implement a successful sales strategy.

Areas of Expertise

- Strategic Planning & Execution
- Continuous Process Improvement
- Business Development
- Account Management
- Revenue Streams Generation
- Complex Problem Solving
- Market Research & Analysis
- Corporate Governance
- Stakeholder Engagement
- Operations Management
- Sales & Marketing Management
- Staff Training & Leadership

Career Experience

Centah Inc., Fort Lauderdale, Florida

2016 - 2024

Business Development Manager

Develop and implement strategies to expand the company's presence in Latin American countries. Conduct market research to identify potential business opportunities and target markets. Evaluate the current performance of the business and identify areas for improvement to maximize potential.

- Led a team in expanding the company's operations from 2 to 7 Latin American countries, resulting in a 25% increase in revenue in 2017, +19% in 2018, +16% in 2019, +3% in 2021, and meet the goals for 2023.
- Implemented Centah software solution and deployed services in Latin American countries.
- Headed business operations in Chile, Colombia, Peru, Mexico, Brazil, Argentina, and Uruguay, overseeing all aspects of the company's activities in these countries.

Telectronic Chile, Peru & Colombia

2012 - 2015

General Manager

Provided leadership and direction to a team of 180+ IT professionals, ensuring the achievement of performance targets and delivery of high-quality services. Accomplished various objectives across departments in a medium-sized company, including sales, marketing, and human resources.

- Managed a budget of \$15M+ to ensure efficient allocation of resources and maximize ROI.

- Oversaw regional business operations, leading a team responsible for the integration and convergence of IT solutions across cloud services, SaaS, contact center solutions, voice, and data communications.

Teletronic Peru

2008 - 2012

General Manager

Controlled operations and drove sales of \$8M+ annually. Developed and executed strategic plans to increase customer care, services, and satisfaction. Led a team of 70+ IT professionals, ensuring efficient operations and effective communication. Fostered a culture of corporate social responsibility, promoting the company's image and public perception.

- Achieved and exceeded company objectives, surpassing sales goals by 18% and profit goals by 23%.
- Implemented performance evaluations and introduced new technologies to improve customer care.
- Streamlined operations by optimizing workflow processes and implementing cost-saving measures.

Additional Experience

Sales Manager at Movistar Empresas, Chile

- Attained a 9% increase in sales productivity by prioritizing key accounts and implementing segmented, customer-specific service strategies.
- Enhanced customer satisfaction by 13%, reaching 102.1% compliance in 2007, driven by continuous training, on-site coaching, and the implementation of a segmented service model tailored to each market and portfolio's unique needs.
- Reduced the sector's overall default rate by 18% by appointing a regularization executive and achieving 125% compliance in this sector.

Business Manager at Movistar Empresas, Chile

- Slashed default rates by 18% by transforming the relationship between invoices and delinquent customers.
- Decreased budget expenses by 14% through cost reduction, optimizing personnel, and enhancing efficiency of indirect expenses.

Commercial Business Manager at Compania Telefonica de Chile, CTC, Chile

Education

Master of Business Administration

Pontifical Catholic University of Peru

Bachelor of Science, Management

Adolfo Ibáñez University

Associate Degree, Marketing

University of Chile

Bachelor of Electrical Engineering, Telecommunication

University of Chile