

ID-59553 Guillermo

Madrid, España

Summary

Passionate for sales and technology, proactive and with strong communication skills. Leading different projects in the field of business development and negotiations. Contributing to boost sales, providing the market's critical statistics and key knowledge in order to develop long-term and strong business relationships. +4 years of experience in negotiation, public relations and communications.

Experience

Rocketbot RPA Suite

Account Manager

Madrid, Spain – Jan. 2021, – Present-day

Rocketbot is an agile platform of RPA (Process Automation with software robots). Rocketbot uses Python in its Back-end which allows the agility of the behaviour both in programming and in the front to be far superior to companies such as Automation Anywhere, UiPath or Blueprism. Even Rocketbot does not have the necessary maturity to compete as equals, but as a team works to make it that way, and the clients that support us are already important. As a Account manager, my main task is to make commercial demonstrations to clients but I am still be involved in the lead generation process leading in some cases the communication with the prospects generated.

Branddocs

Business Development Representative

Madrid, Spain – Jan. 2019, – Jan 2021

Branddocs, a worldwide provider specialized in Secure Digital Transactions in one easy to use non-repudiable Platform, with a specific cloud for identification, e-signature and secure custody of digital documents based on a DocuSign DTM core: Branddocs TrustCloud.

- Strong lead generation in Banking, Insurance, Retail and Telecommunication markets, prioritizing IBEX-35 Companies.
- Leading the communication, negotiation and maintenance of the prospects generated.

Demtech International

International Business Development Manager

Madrid, Spain – January. 2017, – January

2019 Open Innovation and Business Development Company specialized in assisting high-tech companies to expand their operations to European and South American markets. In charge of different projects in the Fintech/ AI / Cybersecurity / IOT field. Attending the most important events in the tech sector as Barcelona Mobile World Congress or IFA Berlin.

Projects that I developed during my experience in Demtech International:

CPI Card Group: Iberia Sales Manager

Madrid, Spain – Feb. 2018, – January 2019

- Led the Sales process to connect with the top 20 merchants in Spain and Portugal turning CPI Card Group into its main supplier.
- Analyzed the market to adapt the pricing strategy, to be more competitive in the Iberian market.
- Conducted negotiations with prospect clients and maintaining commercial relations.

TeamSystem: Business Development Manager Madrid, Spain – July. 2017 – Dec 2018

- Led market research to assess the different characteristics of Spanish Market, defined the top 40 prospect clients for 3 products in 3 different markets and settling connections with all of them.
- Driven a commercial team of 3 people, developing their commercial skills to define a solid speech increasing the sales ratio in 20%.
- Updated a full list of software distributors, to sell and maintain their software in each Spanish region.
- Negotiated with all the prospects being their main communication channel with the company.
- Established a partnership with the main Spanish wholesalers and main brands of POS hardware, like EPSON or Kyocera.
- Attended to the most important events in Spain of technology and hostelry like *Hostelco* and *South Summit*.

Qurami: Business Development Manager Madrid, Spain – Feb. 2017 – December 2017

- Ran the negotiation with the most important companies in Spain that have to manage waiting queues of people with a QMS.
- Set alliances with QSystem, one of the top QMS providers in Spain to improve its value proposition to its clients.
- Attended the most important insurance and bank events in Spain like *La Semana del Seguro* or *Banking Revolution*.

Intropia

Madrid, Spain – Dec. 2015 – Oct 2016

- Performed advisory and sales in fashion retail.
- Inventory and Cash control.

Academic Background

Bachelor Degree in Computer Engineering

Universidad Complutense de Madrid - 2014 a 2018.

Languages

English

Spanish

Professional proficiency - C1

Native