



JOSÉ M^a PRATS OLIVÁN

jpratsolivan@gmail.com

<https://www.linkedin.com/in/josemariapratsolivan>



+34 677 922 757

SUMMARY

Economist and MBA, specialized in sales and marketing with strong experience ensuring business development. Good negotiation and communication skills, I'm patient and self motivated. I generate sales driving all sales funnel since prospecting to close the deal. I am specialized in **consultative sales of medium and long term cycle**. CT Solutions (my actual employer) helps companies to implement their Digital Transformation Plan with **software technology and services for the industry 4.0**. Nowadays I'm focus on **PLM, CAD,CAM,CAE,MES, digital twin tools** and another software solutions of **Dassault Systemes**, the 3DEXperience company, but I've sold similar solutions of another makers as **Autodesk or SIEMENS** (3D and common data environment), and another solutions too as **GMAO (IBM Maximo), IWMS (Trirriga)**..etc.. My targets are the C level profiles CEO, CIO, CTO, and the heads of Engineering or Technical Office, Manufacturing, R&D, IT and BIM Chief offices too. I'm involved now in the **Industrial software solutions and services** for product life cycle, from conceptual design to the end of the production/construction. We provide value in the end to end of the value chain.

PROFESSIONAL EXPERIENCE

- **From 2017 today: KAM in CT Solutions Group (Software Solutions and IT services)**

I've had four roles in CT Solutions Group, always in the sales area:

Stage 4: From 2022 and actually : KAM of CADTECH /Dassault Systemes Platinum Partner. Nowadays I'm handling 3 key accounts that belong to the top five list of our Installed base. Im managing too the busines plan of two brands of the portfolio of Dassault Systemes, PLM Enovia 3DEXperience, and Digital Manufacturing Delmia.

Stage 3: From 2019 to 2022: Territory Sales in business unit CADTECH My duties are the own of a Territory Sales. Achive my goals and quota, close opportunities, call and visit prospect and customers, control my KPI's and budget. Definitly make deals. I sell since a CAD license of CATIA to a PLM projects (Licenses and services).

Stage 2: From 2018 to 2019: Corporate KAM CT Solutions Group. I was in charge of represent all companies of the group, to do cross selling and up selling using the installed base of all companies. Focus on major accounts. I match the best solutions to our main customers using all tools of all software providers AUTODESK, SIEMENS, IBM, DASSAULT SYSTEMES..etc We help companies to deploy their digital transformation plans with our technology solutions.

Stage 1: From 2017 to 2018: Business development Manager of business unit CT Formación, the business unit of the group in charge of the training services.

- **From 2013 to 2017: Business Development Manager on-line in LIDlearning**

- e-learning division of LID Publishing.
- I sell e-learning platform and tailored learning contents to the customers too.
- I was in charge of business development and sales.
- My target are Human Resources Managers and Training Managers of Top 500 companies. Insurance Banks, Tech, Telco, Energy
- I worked alone In the sales area with my 100 list and develop all steps managing the funnel from begun to close.

- **From 2003 to 2013: Sales Manager in Pons Editorial (Publishing company)**

- Head of more than twenty regional offices whith more than twenty KAM
- Plan and ensure cualitative and cuantitative goals and targets.
- Deploy the price and promotion policy
- Control the key indicators and P&L statement

- Recruitment, selection training and managing the sales force.
- Supervision the call center, customer service and big accounts, reporting to the CEO.

- **From 2002 to 2003: Office Manager. Mutua Intercomarcal (Insurance company)**

- Head of office: Three sellers, one team leader, three administrative, two technicians in occupational risk .
- Help and training the sales force to achieve the goals.
- Develop new business
- Monitor the administrative processes
- Ensure the quality service of the assistance.
- Make de budget and supervision the proffit and loss account.

- **From 2001 to 2002: Responsible Employment Programs . IEDE Institute for Executive Development (Business School)**

- Manage and performance the employment programs “Good Job “ and “First Employment”
- Guidance and counseling to the MBA students.
- Recruitment and selection.
- Find companies for the students

- **From 2000 to 2001: Key Account Manager StepStone España (e-recrutment compay)**

- Capture and coordination of major accounts of the sectors Logistics / Transportation .Negotiating prices and service rates
- Developing customized presentations and proposals for professional collaboration.
- Training to customers. Service implementation.
- Tasks support and advice to the sales force in all things related to those fields.
- Development of sectoral trade reports, gathering information.
- Responsible for establishing business relationships with internet portals related vertical sector which was responsible.

- **From 1998 to 2000: Office Manager. ADECCO TT, S.A. Empresa de Trabajo Temporal. (Temporary employment company)**

- Three people in my team
- Commercial prospecting and maintaining the customer base.
- Implementation service to ensure its efficacy and suitability .
- Supervision achieving the income statement
- Training the team

EDUCATION AND TRAINING

Master in Business Administration. IEDE, Institute for Executive Development. Madrid 1997-1998

Licenciado en Ciencias Económicas y Empresariales, (Bachelor in Economy). University of Valladolid. 1990-1996

LENGUAGES

Spanish: Native

English: Conversation level, I use it daily in meetings. Improving skills with weekly conversations in Twenix.

ADDITIONAL INFO

Driven license A, B, Living in Madrid