



ID-65378 ANA MARIA

Nationality: Spanish



### PROFILE AND OBJECTIVES

Long experienced selling in most of steps of the technology chain (IT infrastructure, Software, cloud & Cybersecurity solutions) as Territory account manager, as well as a Business Development Manager

Hunting/ Farming profile, I am a passionate, enthusiastic and a successful new business sales person with ability to drive complex projects from "suspect" phase to "Go Live". I have a great capacity for leadership, teamwork, dynamism and in terms of high performance, motivation, vision and business strategy. Orientation and approach to customer, Entrepreneurial spirit and always actively seeking to understand industry trends to help position against competitors

**Bitdefender : Achieved 138% of my personal quota last fiscal year and YOY growth of 48% wining against aggressive competition in big deals**

**Cisco Champions Sales 2014/2015 & Bitdefender Worldwide Sales top 2017&2021**

### PROFESIONAL EXPERIENCE

**INGRAM MCRO ( julio 2024-actualidad )**

**CYBERSECURITY ACCOUNT MANAGER** I am responsible for cultivating and nurturing relationships with new/ our existing partners. Leveraging in-depth understanding of cybersecurity solutions, i will work closely with existing accounts to assess their evolving needs. Work in a hunter mood with Inew prospects to identify additional solutions from Cisco portfolio of products and services being responsible for a set geographic territory' building and executing on a territory plan to accommodate net new prospecting, partner account mapping and joint prospect targeting and successful execution

Achieve Leading Indicators, which are based on customer calls, discovery and new business meetings.

- Presenting to prospects, delivering corporate presentations via Zoom to C-level.
- Collaborate with our Sales Engineers (SE's) to devise and execute account strategies and plans.

**ARROW ECS ( Febrero 20203-Julio 2023 )**

**TELEFONICA ACCOUNT MANAGER** . Driving Telefonica account penetration , sales and maintenance , aligned with Telefónica Business Strategy , value proposition and the channel engagement model. Build and develop the strategic channel Partner Business with Telefonica for Spain and by that identify , prospect and generate business for Arrow Verticals . Expand sales footprintwith the Telefonica Strategic Partnership , leverage the Partner existing relationships with arrow , and package complimentary services to drive sell throught/ with relationships with Telefonica

**TERRITORY ACCOUNT MANAGER**

- Responsible of defining the go to market and account planning in my territory, prospect and identify decision makers within the targeted leads , follow up on leads and referrals from sales activity
- Sell Bitdefender Products and services through a consultative selling approach to end user
- Present to c-level prospective clients in Enterprise and Mid-market customer our solutions and services as well as to resellers troughs effective product demonstrations
- Overachieving sales quota and others KPIs , Analyzing metrics data from accounts to help grow territory plan and leading end to end sales cycle . **Top Europe sales 2016,2019, 2021 and Champions Sales Worldwide 2017**
- Leverage Alliances and manage regular conversations with the ecosystems of our partners in assigned territory, Maintain accurate account information and activity detail in CRM ( salesforce ) ,
- Develops relationships with end users in my territory, distributors, resellers, and VARs for growth of our products within their markets

**CISCO SYTEMS (Dec 2011 / March 2015 )**



**ACCOUNT MANAGER PUBLIC SECTOR**

- Provide full life-cycle account management on all assigned and new accounts, run the entire process from prospecting to close.
- Exceed quotas in a competitive environment and complex sales structure. Over achievement against target . **2012 : 136 % , 2013 : 140% 2014-2015: 150% 140 % average quota overachievement**
- Takes an architectural perspective to demonstrate how Cisco products and solutions can solve the customer's business challenges and improve on what they may currently have.
- Selling and up-selling in assigned accounts (network solutions, Collaboration Architecture, data center etc), identifying and executing new business opportunities.
- Participates International trade shows and conventions with end users
- Perform a forecast accurate estimates of results, generating a robust pipeline and a Forecast Accuracy.
- Create and develop secure relationships with channel and end user to help get the assigned Quote.



- Certified Partner Plus Expert FY 2015

**• KYOCERA DOCUMENT SOLUTIONS (June 2008 / Sep 2011)**

**IS Account Manager Enterprise**

**Functions:**

- Understand the client’s needs and develop solutions for those needs, proactively manage changes in project scope, identify potential red flags, and devise contingency plans accordingly.
- Create leads for Account managers & Telemarketing activities

**• ALMA TECHNOLOGIES (March 2003 / Feb 2008)**

**Inside Sales Manager**

**Functions:**

Team Leader ( Manage 6 inside sales ) Monitoring all sales activity

## EDUCATION

- Secondary education in San Isidro Institute in Madrid
- Cybersecurity sales specialist ( Bitdefender )
- Selling Cloud Solutions (CISCO), Wireless opportunities with your customers and partners (CISCO) Cloud solutions ( CISCO ), Implementing Unified Communications Voice over IP (CISCO)
- T36 ( Microsoft ) , Veem Sales Profesional ( VMSP ) , VSP ( Vmware ) , Backup Sales Specialist ( Symantec )

## ADDITIONAL INFORMATION

### Languages:

English: High  
Level (Write and  
Read)

### Other skills:

Office user(end user level)  
Used to work with CRM,  
Salesforce systems

### Relevant information:

Driving license B1  
Own Vehicle

### ▪ Volunteering:

- Apsuria  
Organization
- Menudos  
Corazones