

45 years old

SKILLS

Business Plan

Market Growth

Sales Process Management

Post Sales Relationship Mgt

Portfolio Management

Problem Solving

Communication

CRM Software

Tech Savvy

ROBIN



PROFILE

Business Development Executive with more than 12 years of experience winning large business in the Financial Services, Fintech and Real Estate Industry. Design and implement business plans to increase sales, market share and client retention. Train and mentor sales teams to effectively prospect, present value proposition, overcome objections, close sales and develop relationships.

EMPLOYMENT HISTORY

Global Market Development Consultant at Opportunity Network - (Barcelona, Spain)

June 2015 – Present

- Identify and develop a pipeline of international associations with Ultra High Net Worth members
- Prepare and negotiate contracts and manage implementation product requirements across legal, tech, marketing, operations, business intelligence and account management teams
- Innovate in different go-to-market strategies to meet the platform membership requirements
- Generate over \$1.1MM in revenue, 20 partnerships, and 560 members

International Real Estate Sales Executive at Bcn Advisors (Barcelona, Spain)

February 2018 – December 2018

- Guided and assisted clients in marketing strategies, price negotiation, and legal related matters
- Performed comparative market analysis to estimate property values
- Determined clients' needs and financial abilities to propose solutions
- Developed networks with attorneys, mortgage lenders, insurance providers, and contractors for referrals

Branch Manager & Assistant Vice President at PNC Bank (Arlington, Virginia)

November 2010 - February 2014

- Rescued a seasoned branch from closure with \$40MM in deposits, 2,726 customers and five employees
- Incremented the branch profitability by 20% through the collaboration with external stakeholders and employee sales culture development
- Increased mortgage loans by almost 500% and lending goals by over 50%
- Improved the customer engagement metrics of 18 branches by 5%
- Increased number of lead generations among eight business bankers and three branches by 150%

Financial Center Leader & Loan Officer at BB&T Bank (Alexandria, Virginia)

May 2007 – November 2010

- Opened the first Multicultural Branch and created the first Advisory Board in the bank's footprint
- Created and executed a two-year Sales Action Plan to achieve Business Development goals
- Developed a book of business of \$15MM in deposits, 90 business clients, and 1,200 retail clients
- Received the first "perfect 10" on customer service in bank's history and was awarded with the visit of the bank's President and CEO

EDUCATION

Master Program in Commercial Management and Sales at the University of Barcelona (Spain)

July 2015

Certified Real Estate Agent of Cataluña (AICAT) at the Numancia Institute (Barcelona, Spain)

September 2017

Business Management Associate Applied Science Degree

Business Management Associate Applied Science Degree with specialization in Finance

Business Management Associate Applied Science Degree with specialization in Int'l. Business at Northern Virginia Community College (Alexandria, Virginia)

June 2004

COMMUNITY INVOLVEMENT

- Member of Rosslyn Business Improvement District (BID) 2010 – 2014
- Paul Harris - Board Member of International Service at Bailey's Cross Road Rotary Club 2007 - 2010
- Volunteer at the Hispanic Heritage Awards Foundation 2005 – 2008