

I am a person who strives constantly to guarantee customer satisfaction as well as achieve company's objectives. I have an extensive professional experience and solid knowledge of the market. According to needs, I have the ability to work both in a team and independently. I am looking for new challenges and the opportunity to prove my worth in a future company.

## Work History

2024-07

- present

### Account Manager

*Compusof S.A., Madrid*

- Customer relationship management (Public and Private)
- Account planning and strategy
- Forecast and pipeline accuracy
- Identification of new opportunities
- Management of contract renewals and negotiations
- Order management and sales processing
- Public tender process
- Contact interaction between major IT vendors and suppliers

2021-04

- 2023-04

### Enterprise Account Executive

*Dell Technologies Spain*

#### Job Description:

- Commercial Outside Sales based on Client Products portfolio (Notebooks, PC and Peripheral). Enterprise Account market
- Forecast of deals and ensuring forecast and pipeline accuracy. Keeping the CRM data updated
- Launched new products, organized events and product workshops
- Built strong customer relationships in the field
- Establish product strategy and develop roadmaps and business model
- Managed of Client Solution Group on territory accounts, including account planning, sales forecasting and cross-functional resource engagement

#### Achievements:

- Fiscal Year 2022: Quota: 18 Million Dollar Annual Sales (95% Achievement)
- Fiscal Year 2021: Quota: 10 Million Dollar Annual Sales (180% Achievement)
- Largest deal won in EMEA:

*°Installed Base Renewal +10,000 PC (U\$S 10M) one of the most important Information*

*Technology and Defense company in Spain.*

*°Installed Base Renewal + 6,000 PC (U\$S 7M) Spanish Multinational Clothing Company*

2018-03

- 2021-04

### Client Sales Specialist

*Dell Technologies Argentina, Buenos Aires*

#### Job Description:

- Commercial Outside Sales based on Client Products portfolio (Notebooks, PC and Peripheral). Key Account Market
- Forecast of deals and ensuring forecast and pipeline accuracy. Keeping the CRM data updated.
- Launched new products, organized events and product workshops
- Built strong customer relationships in the field
- Establish product strategy and develop roadmaps and business model
- Managed of Client Solution Group on territory accounts, including account

# Daniela

## Account Executive



## Personal Info

Email

Phone

## Skills

Exceptional communication and networking skills

Teamwork, quick learner and adaptability

Ability to work under pressure and to follow instructions and multitask

Successful working in a team environment, as well as independently

Proven track records of exceeding goals and increasing sales volume and company presence

## Languages

Inglés



planning, sales forecasting and cross-functional resource engagement

**Achievements:**

- Fiscal Year 2020: Quota: 22.7 Million Dollar Annual Sales (103% Achievement)
- Fiscal Year 2019: Quota: 24.1 Million Dollar Annual Sales (152% Achievement)
- Fiscal Year 2018: Quote: 18.2 Million Dollar Annual Sales (155% Achievement)
- Largest deal won:

*°National Oil & Gas Company deal won for 14.000 PC renewal (U\$S 16M) positioning Dell as exclusive supplier*

*°Global Agreement obtained with the largest construction company in the country and its subsidiaries in the world. Notebooks and PC renewal for over 50,000 users worldwide (U\$S 50M)*

*°Largest deal won in South America region under Pc As A Service model: Five-year contract for 16,000 PC renewal (US \$ 13M) with the second largest Telecommunications company in the country*

*°Dell Technologies President's Club 2019 (Recognition based on overachievement and performance among all Sales Representatives in America)*

2012-06  
- 2016-10

**Services Sales Specialist**

*Dell Technologies Argentina, Buenos Aires*

- Sales based on Services portfolio (Support and deployment mainly). Customer visit
- Forecast of deals and ensuring forecast and pipeline accuracy. Keeping the CRM data updated.
- New products training (Internal and external customers)
- Constant Interaction with different departments
- Client Proposal and Presentations
- Consultive selling
- Analysis and development of opportunities (direct or indirect through a certified partner)

2009-05  
- 2012-06

**Internal Sales Executive**

*Dell Technologies Argentina, Buenos Aires*

- Large and global accounts
- Private and public Bids proposals
- Analysis and development of opportunities (direct or indirect through a certified partner)
- Constant Interaction with different departments
- Responsible for identification and management of sales opportunities throughout the sales cycle by developing and driving effective selling strategies based on valid, customer-specific value propositions
- Forecast of deals and ensuring forecast and pipeline accuracy. Keeping the CRM data updated
- Generation of volume business pipeline through definition of coverage strategy and action plan in alignment with channel management

2005-07  
- 2009-05

**Software Sales specialist**

*Ingram Micro Inc, Buenos Aires*

- Software Sales Rep for: Microsoft, Symantec, McAfee, CA, Adobe, etc.
- Proposal and training for channel partners
- Sales process (Quote, follow up, closure and order processing)
- Ensuring forecast and pipeline accuracy (weekly meetings with different vendors)

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## Education

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2022-04  
- 2022-12

**ESIC Business & Marketing School, Sales Management  
Postgraduate Degree**

*Madrid*

2021-04  
- 2021-07

**Leadership and Management Postgraduate Course**

*Universidad Politécnica de Madrid, Madrid*

2016-09  
- 2017-06

**MBA**

*EAE Business School, Madrid*

2008-03  
- 2013-12

**Universidad Abierta Interamericana, Marketing Degree**

*Buenos Aires*

- present

**AWS Cloud Practitioner Essentials Course**