



Clara Llerandi

Account Manager

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Work experience

Account Manager

Apr 2021 - Present

Increased sales by implementing SaaS, DaaS (Data as a Service) and on-prem strategies, exceeding sales targets.

Managed key accounts across different industries, including prospect accounts, to generate new clients, and expand current client portfolios.

Experience in greenfield and brownfield projects.

Implemented lead generation campaigns through webinars and technical events, successfully increasing the number of new clients.

Coordinated cross-functional networks to ensure proper commercial and operational execution.

AVEVA

Office Coordinator & Sales Support

Feb 2018 - Apr 2021

Reduced license, agreement and billing delivery times by streamlining internal processes.

Supported the planning and execution of annual events, increasing client engagement.

Managed supplier relationships and ensured compliance with health and safety regulations in the office.

AVEVA

Additional info

Date of birth

27/10/1985

Languages

English

Native speaker

Spanish

Native speaker

Portuguese

Conversational

Skills

Sales and key account management

Expert

professional with over 18 years of experience mainly in technology, IoT,

SaaS, DaaS, and advanced

telecommunications and IT solutions.

Expert in creating commercial

strategies, developing client

relationships, and meeting sales goals.

Excellent team, project, and event

management skills, with a strong focus

on results.

Operations Manager

Jun 2013 - Feb 2018

Madrid

Achieved 100% center occupancy through effective sales and customer management strategies.

Team management, ensuring compliance with quality standards and proper complaint handling.

Implemented debt management systems, reducing outstanding payments.

REGUS

B2B sales and commercial strategy.

Expert

Key account management and IoT,

SaaS and DaaS implementation. Events

and webinar organization.

Multidisciplinary team coordination.

Proactivity, problem-solving, and

independent work

Marketing

Mar 2007 - Sep 2012

Developed marketing campaigns that generated qualified leads.

Implemented strategies for advanced telecommunications and IT solutions.

Coordinated partner training on sales tools to optimize the sales process.

Colt Telecom

Education

International Relations

Universidad Internacional de Valencia

Community Manager

Centro de Estudios Avantis

Executive Assistant

Adams

High school Graduate of Humanities and Social Sciences

Maria
inmaculada