



# Guillermo

ID-58446

## CONTACT



## PROFILE

Empathic, resilient and communicative person in search of new professional and personal challenges after having raised my company as a reference in the impact and social sector. After more than 10 years of sales experience and having specialized in B2B, I want to focus my professional career on consultive and SaaS selling managing teams and achieving their goals digitizing all kind of processes.

## WORK EXPERIENCE

### PARTNER, SALES MANAGER, B2B SAAS @ **HelpUP**

June 2016 - Present

- Managing and optimizing a portfolio of national and international key accounts.
- Prospecting new accounts to generate new sales opportunities (outbound and inbound).
- Gathering and analyzing data on sales and onboarding processes to identify improvement needs and optimize processes.
- Product Design and Management of HelpUP's Software.
- Consultive Sale for the definition of the sustainability Companies strategy.

Customers:

Correos, L'Óreal, Sacyr, ACS, Cabify, Pfizer, Prosegur and Grupo Calvo among others.

### SALES & EVENTS MANAGER @ **ausbanc**

September 2015 - May 2016

- Capturing, obtaining and managing Sponsorships and Collaborations.
- Prospecting new accounts to generate new sales opportunities.
- Leading the organization of Events at national and international level (Madrid, Miami, London, Colombia).
- Client negotiation and monitoring through collaboration agreements.

Sponsors:

Mutua Madrileña, Banco Santander, Obra Social La Caixa, Danone, El Corte Inglés and Car2go among others.

### BUSINESS DEVELOPMENT MANAGER @ **CPONET**

January 2015 - September 2015

- Managing and optimizing a portfolio of national and international key accounts.
- Organization of Events for Platform Users (Buyers and Suppliers).
- Obtaining and managing Sponsorships.
- Platform Management.
- Attracting new users through social media management.

Customers:

Acciona, Banco Santander, Achilles and ALD Automitive

### MANAGING PARTNERSHIPS & FOUNDATION EVENTS @

September 2013 - December 2014

- Management and obtaining of sponsoring companies.
- Implementation of the projects for the foundation.
- Logistical and organizational support for all foundation projects .
- Event Management on match days.

### SALES FORCE @ **El Corte Inglés**

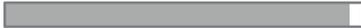
December 2004 - January 2008

- Sports and Tech departments.
- Representing HP, DELL, Toshiba brands.
- Stock management in store and warehouse.
- Supervision of the store visual merchandising.

## SKILLS

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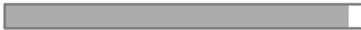
B2B SALES



BUSINESS STRATEGY



NEGOTIATION



TEAM MANAGEMENT



AGILE/SCRUM



INBOUND/OUTBOUND MKT



SOCIAL NETWORKS



## LANGUAGES

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SPANISH

Native

ENGLISH

Professional

**CERTIFICATE IN  
ADVANCED ENGLISH**

## IT TOOLS

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**SALES**

SALES NAVEGATOR LINKEDIN,  
PIPEDRIVE, SKRAPP, HUBSPOT

**PRODUCTIVITY**

TRELLO,  
MIRO, GOOGLE DRIVE

**COMUNICATIONS**

SLACK, HOOTSUITE,  
MAILCHIMP, FEEDLY

## EDUCATION

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### MASTER'S DEGREE IN COMMERCIAL MANAGEMENT AND MARKETING (EFEM)

January 2014 - December 2014

- Knowledge of advanced marketing and business management techniques.
- Production control by objectives.
- Management of specialized marketing teams.
- Design of results control systems and optimization of resources.
- Average grade: 9

### MASTER'S IN SPORTS LAW AND MANAGEMENT (ISDE LAW & BUSINESS SCHOOL)

September 2012 - June 2013

- In-depth study of Spanish sports law.
- Management of all kinds of sports entities, facilities and events.
- Marketing and sponsorship of major sports events.
- Average grade 8,5

### DEGREE IN LAW

(UNIVERSIDAD COMPLUTENSE DE MADRID)

September 2005 - February 2012

## ACHIEVEMENTS AND OTHER DATA OF INTEREST

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- Orbita Accelerator Award obtaining a prize of 20,000 euros for my company, HelpUP.
- Jury of the Diamond Challenge Awards - Global High School Entrepreneurship Competition mentoring 5 projects.
- Organization of Webinars oriented to the sustainability and digitization of the CSR of the Companies, being a speaker and moderator (attendance of more than 300 people).
- Organization of Events at a national and international level (Madrid, Valencia, Sevilla, Colombia, Miami) focused on the consumer and with the assistance of thousands of people. In addition I was responsible of the obtaining all the funds for the event through collaborators and partners.

## PERSONAL MOTIVATIONS

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- Work in a Company with values and develop social activities.
- Assume responsibilities and feel part of the project.
- Be able to contribute suggestions, proposals and solutions with all the team and members of the Company.
- Work in a good environment and have an excellent relation with my colleagues.
- And the most important motivation is to be able to reconcile work and personal life.