



# PABLO MACHADO PÉREZ

## SALES - EVENTS - TOURISM

### ABOUT ME

I am a persuasive communicator with a proven ability to build strong relationships and foster a collaborative environment. My emotional intelligence allows me to effectively manage challenging situations and inspire teams to achieve outstanding results. As a natural problem-solver, I am constantly seeking innovative solutions to drive value and achieve organizational goals. My adaptability and proactive approach enable me to thrive in fast-paced environments and deliver exceptional results under pressure.

### EXPERIENCE

#### 2024 - 2025 BUSINESS DEVELOPMENT

Sales Director ONE EVENT Spain. Business development in the tourism and hotel sector to promote Spain in Latin American markets as a destination for holidays, corporate and investment meetings.

#### 2011- 2024 SALES MANAGER

More than 13 years driving growth and profitability at Swiss Andina Turismo. Expert in strategies, leadership, relationships, negotiation and innovation.

#### 2018-2024 MCM Operadora Eventos

Significantly contributed to the growth of the Medellín Marathon, positioning it as a world-class sporting event. Increased participation by 24,000 runners, generating a positive impact on the city and the athletic community.

### CONTACT

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### REFERENCES

**Maria Jaramillo**  
ONE Event  
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### HOBBIES

More than just a hobby, running marathons has allowed me to develop a series of skills and qualities that I consider invaluable in the professional field. Discipline, perseverance, the ability to make sacrifices and teamwork are just some of the values that I have cultivated through this exciting activity.

### EDUCATION FINANCIAL ENGINEERING 2008 Universidad de Medellín

Salesforce - HubSpot - Excel - Avanzado - Google Analytics

### SKILLS

Leadership	Time management
Communication	Teamwork
Decision making	Strategic thinking

### IDIOMAS

Español Inglés C1 MCER