

ID-60558 ALESSANDRA

DETAILS

ADDRESS

Madrid
Spain

PHONE

EMAIL

LINKS

[Linkedin](#)

SKILLS

Marketing and Sales

E-commerce

Project Management

Business Planning

Budgeting & Forecasting

Team Work

Problem Solving

Leadership

Decision Making

LANGUAGES

Spanish



English



PROFILE

Business person with result- focused and leadership capability, competitiveness, adaptability and problem resolution.

EMPLOYMENT HISTORY

Internal Distribution Partner Account Manager - Spain & Portugal, Extreme Networks

Madrid, Spain

Jul 2023 — Present

- Principal contact of local Distributors of the region
- Support growth of Distributors and Distribution - managed partners
- Align and support strategy to realize the authorized potential of the territory
- Training and development of distribution processes
- Responsible of plan and execute strategic marketing programs and activities

Business Development Executive - Dell EMC , Tech Data

Madrid, Spain

May 2021 — Jun 2023

- Planning, execution and follow up of Authorized Business Plan. Create a roadmap with the customer, based on their needs to specialize more in the vendor's solutions
- Responsible of a portfolio of customers with the objective of build loyalty, manage and close opportunities
- Creation of technical configurations to offer the best solution to the customer
- Communicate product/solution information, pricing, creation of special offers and promotions to customer

Distribution Associate - Centro America y Caribe , Cisco Systems

Lima, Peru

Jun 2018 — Apr 2021

- Lead distribution strategy for the Central American and Caribbean regions with Cisco distributors (Comstor -Synnex, Tech Data, Ingram Micro, Intcomex, Grupo Dice and Cubix) performing demand generation activities with the objective of growing the business
- Nexus between the company and the distributor, internal alignment to establish, implement and execute strategies through the distributors
- Tracking of purchase orders, delivery times of product and sales logistics
- Organization of activities and events in the region
- Assignment of marketing funds to the distributors of each region, follow-up to the ROI and execution of strategic activities
- Development of 2T partners of the region

Channels Intern - CANSAC, Cisco Systems

Lima, Peru

Oct 2015 — Jun 2018

- Weekly, monthly and quarterly reporting
- Monitoring of marketing activities of distributors
- Nexus between the company and the distributor, support for the internal team

- Support to Distribution Account Manager in the region

Marketing Intern, Bodegas Don Luis

Lima, Peru

Sep 2014 — Oct 2015

- Marketing manager support: Sponsorships, Events, Promotions, Communications
- Responsible of the group of brand ambassadors (event coordination, incentives, travel coordination)
- Internal event coordination and of the brand
- Responsible for work climate of the company

EDUCATION

Master in Digital Marketing & E-Commerce, EAE Business School

Madrid, Spain

Sep 2020 — Sep 2021

Business Administration , Universidad de Lima

Lima, Peru

Apr 2013 — Dec 2019

EXTRA-CURRICULAR ACTIVITIES

Junior Achievement Program

Lima, Peru

2011

Organitsso Company - First Place