

# DANIEL

1991

I am a nine-year experience B2B sales professional, seven in SAAS companies, starting from a BDR position to managing large accounts. I have a unique approach to consultative selling that I have built from experience in designing custom software solutions right up to developing sales functions for diverse industries. My mindset is to follow and improve a high-performance sales strategy based in clearly and effectively communication with my team and my clients to achieve quota following my account planning

## PROFESIONAL EXPERIENCE

### IOON TECHNOLOGIES

12/2024 -

#### STRATEGIC ACCOUNT MANAGER

Leading the innovation business development solutions department to optimize processes and enhance operational efficiency for our clients. Expertise in AI & ML, Cloud management and maintenance (AWS/Azure), 5G/6G, VR/AR, RPA, Blockchain, IoT, and cross-platform applications.

### SABBATICAL YEAR

10/2023 – 11/2024

After 7 years in technology sales, I decided to take a sabbatical year abroad to recharge my batteries, reflect and develop personally. Living a year in Berlin, Germany, has allowed me to broaden my vision and perspectives on a range of people and cultures. This year has also been a personal challenge, but beneficial. I have become more adaptable to unfamiliar settings and have learnt how to navigate diverse and cultural environments.

### ODILO

With +170M users worldwide, ODILO is a leading SaaS platform used by organizations to build their own customized e-learning ecosystems.

08/2021 – 10/2023

#### SR KEY ACCOUNT MANAGER

Reporting to the VP sales, managing full sales cycle from prospecting to closing new business. Head of medium and large accounts in Spain. My stakeholders were CHRs and CIOs.

In 2022, I was Top 1 in B2B sales worldwide, closing biggest deal. I managed both new business (80%) and existing accounts in the Spanish and Latin American market. Also, I managed the partners channel, designing the Spanish sales strategy in both from the beginning.

### AQUA ESOLUTIONS

Aqua EBS has developed business software solutions for 30 years, verticalized for a wide variety of sectors which includes ERP, CRM, SGA, POS, eCommerce, Apps.

2018 – 08/2021

#### KEY ACCOUNT MANAGER

Driving direct engagement with S & M customers in the assigned accounts to create opportunities and managing the full sales cycle from lead generation. Managing a wide catalog of digital transformation products for SMEs. Cultivating long term relationships with new prospects and existing customers. I Reported to the managing director and work directly with CTO, CEO, COO. New business and account managing. Extraordinarily complex consultative sales, developing complete processes in companies from different sectors. Including custom software development, managing on-premise/cloud hosting, hardware, licensed soft, etc.

### DESIGNVAND

2015 - 2018

#### FOUNDER

Designvand is a marketplace for clothing brands with principles of sustainability and fair trade. We provide designers within production, logistics, marketing, and web design services. On the other hand, our silkscreen workshop, where we produce and distribute all the clothing.

### AIRBUS

Airbus is a leader in designing, manufacturing and delivering aerospace products, services and solutions to customers on a worldwide scale.

2014 - 2015

#### INTERN: PERFORMANCE & IMPROVEMENT DEP.

Supporting Change Agents team, whose mission is to synchronize Airbus activities with the Lean Work Methodology to improve performance, to ensure long term profitability and customer satisfaction. r Learning, management and optimization of aeronautic production methods (VSM methodologies, 5S, TPM, KAMBAN), identifying opportunities for improvement.

### ATHOR

Technology and events consult

2010 - 2014

#### CONSULTANT

- IT Consultant, mobile technologies, IOT, BIG DATA
- Barcelona Mobile World Congress Vodafone 5 years
- IoT Solutions Barcelona World Congress Vodafone
- BBVA App, Spain Deployment

## EDUCATION

2010 - 2015

#### B.S.E. in Industrial Engineering

Specialized in Industrial Organization

European University, Madrid

2013 – 2014

#### International Business & Supply Chain Management Business Development

École Supérieure du Commerce Extérieur, Paris (ERASMUS)

2014 - 2015

#### Master in professional development

UAH / Fundación Universidad Empresa, Madrid