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EDUCATION

Executive Master of Business Administration (MBA) | University of Barcelona | Spain | 2016

Bachelor of Business Administration (BBA) | University of Quebec in Chicoutimi (UQAC) | Canada | 2013

Bachelor of Business Administration (BBA) | EAN University | Colombia | 2013

PROFESSIONAL EXPERIENCE

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|--------|--------|---|
| nov-18 | may-19 | Senior National Sales Manager Unicef <ul style="list-style-type: none">• Lead the commercial team and sales channels: telesales (contact center) and face-to-face (direct sales) nationwide.• Implement up-selling, cross-selling and customer retention campaigns.• Define, implement and monitor both internal and external KPI's to achieve sales objectives.• Create models of variable compensation and motivation for sales compliance.• Generate reports of results and alarms for decision making. |
| feb-18 | oct-18 | Sales Manager Enovel <ul style="list-style-type: none">• Generate new business opportunities with the client portfolio.• Prospect and develop new business relationships with potential customers.• Implement loyalty and promotion plans.• Negotiate agreements with suppliers and customers. |
| jan-17 | jan-18 | Key Account Manager Comware <ul style="list-style-type: none">• Create and implement commercial strategies for the existing portfolio (cross-selling and up-selling).• Prepare and follow up on the business proposals offered.• Support the technical team in the implementation and execution of projects sold in order to fulfill the promise of value.• Manage the CRM tool (SAP). |
| feb-15 | sep-15 | Sales Manager Mundo Mujer Bank <ul style="list-style-type: none">• Supervise and support the commercial team (50 people) for the B2B and B2C segments in investment products (private banking).• Design KPI's for monitoring the commercial force.• Attract new clients and create retention and loyalty strategies for them.• Make reports of commercial management. |
| jan-14 | jan-15 | Key Account Manager Ikono Tech <ul style="list-style-type: none">• Prospect new key accounts within the assigned territory.• Create and implement commercial strategies for the existing portfolio (cross-selling and up-selling).• Support the technical team in the implementation and execution of projects sold in order to fulfill the promise of value.• Manage the CRM (Sales Force) tool. |
| jan-10 | feb-13 | Senior Relationship Manager Citibank <ul style="list-style-type: none">• Manage the relationship and banking needs of a portfolio of 360 VIP clients.• To attract new clients (B2B and B2C) in: investments, credits, credit cards and insurance.• Monitor foreign currency operations and international transactions.• Manage the CRM tool. |
| oct-08 | ene-10 | Sales Executive AV Villas Bank <ul style="list-style-type: none">• To attract new clients (B2B and B2C) in: investments, credits, credit cards and insurance.• Manage the relationship and needs of the client portfolio.• Control the commercial operations of customers.• Manage the CRM tool. |
| apr-07 | aug-08 | CEO & Telesales Director Solumark <ul style="list-style-type: none">• Recruit, train and supervise the telesales and customer service team.• Define KPI's for monitoring the work team (20 people).• Create models of variable compensation and motivation for sales compliance.• Negotiate with suppliers. |
| sep-05 | apr-07 | Telesales Manager (Mexico, Ecuador and Colombia) Signals <ul style="list-style-type: none">• Recruit, train and supervise the telesales and customer service team.• Define KPI's for monitoring the work team (20 people).• Create models of variable compensation and motivation for sales compliance. |

LANGUAGES

Spanish | Native or Mother Tongue

English | Advanced Level | A2Z English School | Manchester, United Kingdom | 2014

COMPLEMENTARY EDUCATION

Advanced Excel | Intelligent Training | Colombia | 2016

SKILLS

Leadership (management and team development).

Teamwork.

Strategic Thinking.

Persuasion and Negotiation.

Sales and Customer Service Plans (B2B and B2C).