

FULANO DE TAL SEM SOBRENOME

HIGHLY-EFFECTIVE SALES MANAGER, CONSISTENTLY DELIVERING RESULTS IN LEADING IT COMPANIES

PROFILE

20 years of experience in the Pre-Sales, Marketing, Sales and Alliances/Channels departments of leading global Information Technology companies.

Successfully managed and developed partners/channels (resellers and distributors) with an impact on the revenues of channels and the manufacturer:

- ✓ Prospecting for customers and partners;
- ✓ Deploying programs and campaigns to improve performance and communications;
- ✓ Training the sales force, ensuring the supply of the most appropriate solution for the industry of each end customer;
- ✓ Managing the lead pipeline;
- ✓ Drafting the annual business plan for each channel in conjunction with the channel's manager (including priorities, quarterly sales targets, marketing actions, managers, execution deadlines and the Market Development Funds).

Established lasting and close relationships with the decision-makers of the channels and their Marketing, Pre-Sales and Sales teams across all hierarchical levels.

Ability to absorb new technologies and products with an excellent capacity for implementing and deploying proposals, presenting results in a short period of time.

Closely observed the fulfillment of the company's compliance rules by the channels when conducting business with end customers of the public and private sectors.

Experience working with channels in the public sector

Native Portuguese | Advanced English

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PROFESSIONAL EXPERIENCE

Leading American Technology Company Jul/2008 to May/2016

Partner Business Manager

- ✓ Improved channel management and annual revenues between 5% and 60%.
- ✓ Strengthened communications between channel and company, improving the accuracy of sales estimates and acquiring in-depth knowledge about the internal structure of each channel.
- ✓ Strengthened the company's brand and increased the chances of successful negotiations in a very competitive market by training the sales force.
- ✓ Improved the performance of channels by promoting adherence to the "Channels Program", which highlighted the financial benefits.
- ✓ Structured and maintained communications between channels and the company's Products, Direct Sales, Services, Operations and Marketing departments, improving agility in the daily activities and the channel's independence.

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Feb/2003 to Feb/2007

Modular mid-range and high-end storage systems company from the Japanese conglomerate x

Account Manager (SMB) – 03/2005 – 02/3007

- ✓ Developed the heartland of São Paulo, Minas Gerais and Rio de Janeiro for the SMB market through business partners, resulting in 07 new customers in 1 year.
- ✓ Presented storage solutions (data storage) for Business Continuity (BC), SAN (Storage Area Network), SAM (Storage Area Management), FCA (Fixed Content Archive) and ILM (Information Lifecycle Management), among others.

Marketing Manager – 02/2003 – 03/2005

- ✓ Deployed the channel's business lead registration tool, which dramatically reduced the conflicts between the channels and strengthened the channels' trust in the company.
- ✓ Executed a new business lead generation campaign in the SMB customer segment, distributing leads to the registered channels and increasing the sales volume by 27% in the following 6 months.

08/1999 to Oct/2002

American IT Solutions Multinational

Pre-Sales Manager of the Channels Department

- ✓ Involved in developing a new network of channels for the large volume sale of entry-level and mid-range storage to the SMB customer segment.
- ✓ Trained and qualified 15 new channels in 3 years.

Jun/1996 to Jul/1999

Technology company (currently owned by XXXX)

Product Manager for Risc Servers

EDUCATION

Graduate's degree in Business Management

FIA - 2011

Graduate's degree in Marketing

ESPM - 2000

Degree in Production Engineering

FEI - 1997

ADDITIONAL INFORMATION

Available for travel

Courses in Solution Selling (2012) and Financial Selling (2015)