

# JOÃO SEM NOME

São Paulo/SP – XXX  
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XXXXXXXX@XXXXXX.com  
41 years old – married – 2 children

## Objective - Sales, Alliances, Partnerships and Channels

## QUALIFICATIONS

- 20 years of experience in the Commercial department of global Information Technology companies (xxx, xxxx, xxxx, xxxxx, xxxxx), passing through the Pre-Sales, Marketing, Sales and Alliances/Channels departments.
- Skilled in managing and developing partners/channels (resellers and distributors), including prospecting, the deployment of programs, pre-sales and sales force training, opportunity pipeline management and the annual business plan with an impact on sales increases of the channels and the manufacturer.
- Proficiency for establishing close relationships with the decision-makers of the channels, in addition to their Marketing, Pre-Sales and Sales teams.
- Ability to absorb new technologies and products with an excellent capacity for implementing and deploying proposals, presenting results in a short period of time.
- Degree in Production Engineering from FEI, Graduate's degree in Marketing from ESPM and Graduate's degree in Business Management from FIA.
- Experience working with channels in the public sector.

## PROFESSIONAL EXPERIENCE

**Xx Xxx.**

**07/2007 – 05/2016**

Partner Business Manager

Drafted annual business plans for each channel of the VAR (Value Added Reseller) class under my management. Each plan was developed in conjunction with the lead manager of the channel and included the priorities, quarterly sales targets, marketing actions, the managers, execution deadlines and the required Market Development Funds. The result was an increase in the quality of channel management, and an increase in annual revenues between 5% and 60%.

Established lasting relationships in the channels under my management across all hierarchical levels, strengthening communications between the channel and the company, improving the accuracy of sales estimates and acquiring in-depth knowledge about the internal structure of each channel.

Provided technical and commercial training to the sales teams of the channels, ensuring the supply of the most appropriate solution for the industry of each end customer, which strengthened the company's brand and increased the chances of successful negotiations in a very competitive market.

Promoted the adherence of the channels to the "Channels Program" highlighting their financial benefits, which stimulated them to hit their targets even more often and consequently increased revenue for the company.

Structured and maintained communications between the channels and other departments of the company, including Products, Direct Sales, Services, Operations and Marketing. This synergy improved agility in the daily activities as well as the independence of the channel.

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.

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**02/2003 – 02/2007**

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

Developed the territory (heartland of São Paulo, Minas Gerais, Rio de Janeiro) for the SMB market through business partners, resulting in 07 new customers in 1 year.

Performed the executive presentation of storage solutions (data storage), such as Business Continuity (BC), SAN (Storage Area Network), SAM (Storage Area Management), FCA (Fixed Content Archive) and ILM (Information Lifecycle Management).

Marketing Manager – 02/2003 – 03/2005

Answered for the deployment of 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.

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**08/1999 – 10/2002**

Pre-Sales in 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.

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**06/1996 – 07/1999**

Product Manager for Risc Servers

## **ACADEMIC BACKGROUND**

Graduate's degree in Business Management - **FIA** - Fundação Instituto de Administração - 2011.

Graduate's degree in Marketing - **ESPM** - Escola Superior de Propaganda e Marketing - 2000

Degree in Production Engineering - **FEI** - Faculdade de Engenharia Industrial - 1997.

## **LANGUAGES**

Advanced English.

## **ADDITIONAL INFORMATION**

Available for travel.

## **Courses**

Solution Selling – 02/2012.

Financial Selling – Income/Outcome – 12/2015.