

PROFESSIONAL PROFILE

Multilingual market development international experienced senior leader with 20 years in Industrial Automation, Test & Measurement, and Enterprise Solutions with outstanding people management skills for sales channel expansion. Go-to-market performance-driven leader with multi-cultural background excellent and convincing partners and remote sales teams to secure revenue and operational efficiencies for channel sales excellence. Energetic for people development, coaching, and motivational for Dual Success.

Business Market Expertise Weighing, Automation, Test & Measurement, Mobile, IloT, Telecom, Enterprise: **Vertical Industries** Manufacturing, FMCGs, Mobile, Industrial, Food & Beverage, Pharma, Energy.

REPRESENTATIVE ACHIEVEMENTS

- Recalibrating A&D Engineering 57 Latin American (LATAM) Systems Integrators channel to gain 53% sales increase in weighing, test & measurement, and product inspection product lines.
- Recruiting A Class Systems Integrators in Argentina, Colombia, Brazil, and Mexico for weighing automation product line of checkweighers, metal detectors, and X-Ray in preparation for a \$1M sales run rate.
- Exceed sales Product Inspection Sales for LATAM \$15K to \$200K.
- Hand-picked by Motorola COO, Line of Business Board Heads, and board's consultant, PriceWaterhouse Coopers, to lead Motorola's entry into enterprise wireless infrastructure and embedded security.
- Mobile NFC Pilots with Telefonica, Millicom, Kimberly Clark, Naturas, U.S. Cellular, Sprint.
- Headed all engagements with card networks for USA & LATAM: Visa, MasterCard, Amex, and SmartCard Alliance.

PROFESSIONAL EXPERIENCE

A&D Engineering, Inc., Miami, FL Sales Manager, Weighing Automation Solutions **2016 – Present**

Accountable to 57 Systems Integrators and Partners in Latin America for the selling and market development of weighing and automation product lines and professionals services.

- Recalibrated a disenfranchised Integrator channel to commit to A&D as partners by leveraging relationships and advocating to A&D to adhere to the rules of selling in the territory.
- Achieved second highest territory quota while preserving margin at 38%.
- Recovered \$50K in receivables by structuring payment plans with Integrators and advocating to A&D the difficulty of access dollars in Argentina, Uruguay and Venezuela.
- Exceeded Product Inspection sales by recruiting A Class Integrators that involved personal selling to global brands, e.g. Bayer, Colgate-Palmolive, Cargill, Avet resulting in \$315K and quarterly buys.
- Engaging Systems Integrators Rockwell Automation, Precision Peru, Vansolix, Omron, SIPESA.

VAS AMERICAS, Miami, FL **Director, Sales and Business Development** **2011 – Present**

Responsible for market development and sales support to greenfield mobile operators and enterprise in The Americas for valued added prepaid content and services.

- Led OTT Push Certificate Authority Services for The Americas generating \$3.9M in revenues.
- Overhauled NFC content discovery service for entertainment events for photographers and event organizers.
- Selected to lead private label NFC prepaid merchant tags for venue marketing provisioning services valued at \$1M+.
- Led private label messaging service for Naturas, Kimberly Clark, for street vendors sales and 1:1 MLM selling.

TRACTOUCH MOBILE, Miami, FL Co-Founder and CEO 2012 – 2015

Co-Founded a Bluetooth Low Energy mobile vibration technology company to notify workers of safety and emergency situations in noisy environments by using mobile vibrations technologies. Led a team of three gifted engineers and external contractors, relationship with RF vendors Texas Instruments, and Laird.

- Seven applied patents encompassing embedded mobile vibration and sound-pressure detection technologies.
- Accepted to the Seamless Accelerator Program.
- Secured customer interests: Carhartt, US Army, Sonim Technologies, Ironwear, Rockford Construction, Steelcase.

XIUS-bcgi, Bedford, MA Director, Business Development 2009 – 2011

With a team of four challenged to fix relationships, relevance and deal-flow. Narrowed the Latin American product legacy to focus relevant offering for Mobile Networks, Cable Operators, and Enterprise Services, generating a \$30M Sales Pipeline. Recruited A/E's, partners and local resources to execute on region opportunities, while maintaining COGS and GS & A benchmarks and bottom line net revenue targets.

- Spearheaded NFC Active Poster, Tags, Saas Pilots in four countries with Tigo and Telefonica.
- Established mobile roaming pilots AT&T, Telecom Americas Millicom three-year \$6M deal value.
- Generated \$12M Prepaid Roaming deal in Central America and Andean Pact Nations.
- Led the Telefonica cable alliance: Axtel, Cablemas, Maxxcom and Cablecom/Televisa, MVNO 3 Year \$24M business.

TELCORDIA TECHNOLOGIES, INC., Miami, FL Strategic Account Executive 2007 – 2009

Accountable to lead a cross-business development team to secure multi-million dollar deals working with Accenture, Indra Company and IBM. Developed Total Account Selling Plans from scratch to focus resources on Telefonica, América Móvil, Cablecom, Amnet, and Tigo, for advocating Telcordia service creation platform of interactive and multimedia applications and cloud delivery networks.

- Mentored rising Global Account Managers to transfer ownership of the Telefonica global account valued at \$24M.
- Prime lead to MVNO 2-day sessions with 50+ attendees in Mexico and Central America.
- Secured charging and service platform with Tigo valued at \$4M and voucher management valued at \$2M.
- Led three 2-day mobile NFC charging workshops for America Movil and Telefonica representing \$9M network deal.

PERMITA, Inc., Miami, FL Director, Sales and Market Development 2005 – 2007

Co-Founded Mobile Startup focusing on prepaid IoT services. Tasked with selling prepaid and top-up and proximity mobile payment projects, M2M, and messaging portfolio business with Cingular, Sprint/Nextel. Driving force for go-to-market team strategies and operations, enterprise segmentation and vertical market focus while aligning/calibrating partners to meet internal and external expectations.

- Developed prepaid charging solution for Blue Cargo, ETC, Sensormatic, Pepsico, and Frito-Lay \$315K deal value. Assembled M2M prepaid offering focused on fixed and mobile assets in security for PepsiCo, partnering various local processors and networks.

MOTOROLA, Inc., Schaumburg, IL Manager to Global Director, Financial Services 1998 – 2005

Numerous Management Promotions: Manager to Global Director. Tasked by division president to create sell-side team of 12 Managers and three engineers for Motorola's Financial Services group for establishing greenfield accounts working with mobile and cable operator's go-to-market teams to target financial institutions to leverage Motorola's diverse solutions of smartcards, payments and security, mobile data. Two mobile patents for retail transactions.

- Created \$180M greenfield opportunities for security and mobile payments portfolio with Visa, American Express, Citi, MasterCard, Discover, Wells Fargo, JP MorganChase, and Bank of America.
- Prime contributor for mobile computing credit card deal using Symbol, Good Technologies and services partners for Citibank \$2M project with a 28% net margin in nine-month sale cycle.
- Motorola's primary NFC and Smartcard advisor for financial services industry standards groups: FSTC, PayCircle, Mobey Forum, and Open Mobile Alliance Re: FiPS 140-2, SmartCard Alliance EMV framework, and Motorola IPR.
- Prime advisor to Visa, MasterCard, AMEX, and Discover Card for NFC and Mobile Wallet embedded security winning \$3M in PoCs,s and consulting assignments.

EDUCATION B.Sc., Business Administration. Jacksonville University, Jacksonville, Florida

ADVANCED EDUCATION Sales Methodologies: Siebel Target Account Selling, Salesforce.com, Phifer Systems' Strategic Account Planning, and Scotwork Negotiation Skills; Quality Processes: Digital Six Sigma; Governance: Integrity with Ethics; Leadership: Augusta Management Leadership Institute.

ENTERPRISE SOFTWARE



AWARDS AND RECOGNITION Motorola Bravo Awards for Performance Achievements; Webby Award Best in Web for Motorola e-Commerce Websites; Chairman's Award for Individual and Team Achievement; CBS Manager of the Year.

PATENTS Mobile vibratory alert device, system, and method PCT/US9549393; Method and System Cataloging Mobile Devices PCT/US2007/064873; Payment Brand Announcement POS Mobile Devices PCT/US2005/043635.