

## 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.

<p><b>Business Market Expertise</b> Automation, IIoT, Mobile, Precision &amp; Weighing Measurement.</p> <p><b>Vertical Industries</b> Manufacturing, FMCGs, Mobile, Industrial, Food &amp; Beverage, Pharma, Energy.</p>
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## REPRESENTATIVE ACHIEVEMENTS

- Recalibrating A&D Engineering 37 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 winning Bayer, Colgate-Palmolive, Mars.
- 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 Company, Miami, FL Business Development Manager, Automation/Weighing 2016 – Present**

Accountable to 37 Systems Integrators and Partners in Latin America for the selling and market development of automation and weighing product lines for value added selling, training, mentoring, and recruiting.

- 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 – 2016**

Responsible shared P&L (market development and engineering) for market development and sales support team of 5 for 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 3 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 4 SEs and 1 Engineer 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 achieving P&L KPIs and sales results.

- 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 Executive Director 2007 – 2009**

Accountable region P&L discipline to meet metrics with expanded role to lead cross-business teams to secure multi-million dollar deals with Accenture, Indra Company and IBM. Recruit/Separate, train, mentor and developed 7 A/Es and 2 engineers for Total Account Selling Plans to focus resources on Telefonica, América Móvil, Cablecom, Amnet, and Tigo.

- 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. P&L responsibility for the entire Business Development Group of 19 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.

- 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.