



## Alfredo Martín Almaraz

### HEAD OF SALES & DIGITAL TRANSFORMATION

Phone: +34 659 443 628

Email: [alfredo.martinalmaraz@outlook.com](mailto:alfredo.martinalmaraz@outlook.com)



<http://es.linkedin.com/in/alfredomartinalmaraz>

## Hello! I'm Alfredo

Entrepreneur and sales professional. Creative, change agent and leader with a holistic approach to sales aimed at developing new revenue streams. Passionate about helping companies and Governments to embrace their Digital transformation.

MBA at I.E. Business School of Madrid (ES), University degree in Physics, experienced professional with over 22 years successful track record in driving Latin America and Europe sales with a strong background leading business development and managing professionals and teams across diverse geographies for multinational enterprises and Governments.

Throughout my professional career, I have had the privilege of working with market leaders as Microsoft or Telefonica within Information Technology and Telecommunications industries. I have had as well the opportunity of working in diverse areas from technical engineering to marketing and sales.

Also, entrepreneur co-founder of a company and promoter in some business initiatives in renewable energy.

Areas of expertise include: B2B Sales, Public Sector & Finance Sector, Sales Operations, International Sales Management, Latin America & Europe.

## EXPERTISE

### B2B SALES

I've got more than 12 years of experience in B2B sales (out of 22y total experience) working with large accounts in an international framework, especially in financial and government sectors. I enjoy being challenged with aiming at getting new revenue streams and getting the best of my sales team. Sales Operations and Sales Enablement are part of my areas of expertise. In short, I think of myself as an expert in big deals management and optimization of the most valuable resources in a company: sales people.

### DIGITAL DISRUPTION

Along the whole path of my career I've been involved in helping organizations (whatever the sector) to embrace the Digital transformation to adapt their business processes to the new technological trends rising up steadily. Cloud, Cyber Security, Big Data, IoT or Unified Communications are facets of Digital Transformation, but not all is about technology. Culture, leadership, and technological savvy are points to consider.

In short, I have a clear understanding of how technology is transforming industries and how leaders and organizations can respond.

### INTL ENVIRONMENTS

I have built my career in a variety of roles and responsibilities, mostly in market leaders (Telefonica or Microsoft). I also have been lucky enough to live in Brazil for almost three years linking two so much different markets as European and Latin American. I am not only used to work with diversity, I sincerely enjoy it; I thrive in an environment where different cultures and work styles must coexist.

## EXPERIENCE

2013 - 2017

Global Head of Sales Government & Public Sector

São Paulo / Madrid

TELEFONICA GROUP

*Telefonica*

- Increase the value added to the “business as usual” proposals making the most of Telefonica’s capabilities and experience globally
- Add strategic partners to our Public Sector approach in order to complement Telefonica’s offering
- Manage strategic deals in Public Sector globally
- Equip sales organization with the ability to successfully sell Telefonica’s products, technologies, and solutions.

2002 - 2017

Founding partner

Madrid

HCIB

**HCIB**  
Ingeniería y Biomasa

Founding partner of HCIB, a company founded with the aim of promoting projects relating to the rational use of energy and the use of renewable energies, specially solar and biomass

2008 - 2013

Head of Sales in Finance Market for Global Customers & MNCs in LATAM

Madrid

TELEFONICA INTL

*Telefonica*

- Manage the sales process for global major accounts in the financial sector in Latin America
- Lead a global virtual team internationally
- Work with MNC companies through Latin America
- Mediate in interest conflicts within Telefonica Group carriers
- Make the most of the global Group strengths in Latin-American developing countries

2005 - 2008

Account Manager

Madrid

TELEFONICA DE ESPAÑA

*Telefonica*

Account Management within the telecommunications sector providing global communication solutions to large international accounts at Spanish finance market

2002 - 2005

Product Manager

Madrid

TELEFONICA DATA

*Telefonica*

Product Manager of IT Services (Cyber Security and Content Delivery services).

Responsible for positioning, communication and commercialization of the entrusted services.

2000 - 2002

Project Manager

Madrid

TELEFONICA DATA

*Telefonica*

Project Manager developing end to end IT services.

1995 - 2000  
System Engineer  
Madrid



MICROSOFT



Technical support and maintenance to large accounts as System Engineer, with Microsoft BackOffice products such as Microsoft Exchange Server and Microsoft SQL Server. Previously I provided technical support for operative systems and Microsoft Office products.

## EDUCATION

2014

HARVARD UNIVERSITY

Creating Public Value – IAP  
(International Academic Program)

Cambridge, Boston, MA, USA



2014

UNIVERSITAS TELEFONICA

Leading High Performance Teams

Barcelona, Spain



2000 - 2001

Master's degree

INSTITUTO DE EMPRESA  
BUSINESS SCHOOL

Executive MBA

Madrid, Spain



1987 - 1994

University degree

UNIVERSIDAD DE SALAMANCA

Physic University Degree

Salamanca, Spain



2010

ESADE BUSINESS SCHOOL

Marketing and Commercial  
Management

Madrid, Spain



## LANGUAGES, CULTURE AND INTERESTS

I am native in **Spanish** and I've got a full professional proficiency in **English** and **Portuguese**.

I am passionate about **traveling** and knowing new people from diverse cultures. After living in **Brazil** for almost three years and nine years going all over **Latin America**, I know deeply that amazing continent and a great part of the different and diverse cultures that coexist in it.

I have an **entrepreneurial** streak. In 2002, I co-founded a company in renewable energies field and, after that, I have taken part in other businesses related also with renewable energies.

Shyness is not one of my weaknesses. Seasoned **speaker**, I've represented my company in many commercial and institutional events

Thank you!