

# Juan Gigli

✉ jgigli@gmail.com

☎ (+34) 670 326 267

📍 Madrid, 28050

## EDUCATION

**UNIVERSIDAD COMPLUTENSE DE MADRID**  
Madrid  
*Strategic Planning Advertising (Sep 2007)*

**UNIVERSIDAD COMPLUTENSE DE MADRID**  
Madrid  
*Expert in Inequality, Cooperation, and Development (Jun 2005)*

**CATHOLIC UNIVERSITY OF LA PLATA**  
*Degree Political Science and International Relations (Apr 1996)*

## COURSES AND CERTIFICATIONS:

*Winning Complex Sales - infoteam*  
*SPIN selling - Huthwaite International*  
*Negotiation Skills - Huthwaite International*

## ADDITIONAL SKILLS

Business Development  
Sales  
Selling  
Spanish  
E-commerce  
CRM  
Email marketing  
Digital Marketing  
Negotiation  
Presenting  
Proposals  
Web content  
Teradata  
Salesforce Marketing Cloud  
Customer Engagement/Success  
Complex Account Management  
Account Planning  
Consultative Selling  
Relationship Management  
Customer Focus  
Leadership Skills  
Challenge Complexity  
Self-motivation

## EXPERIENCE

### ENTERPRISE SALES EXECUTIVE

*Skeepers, Madrid Aug 2021 - Present*

- My role as Enterprise Sales Executive is primarily revenue generation, opportunity identification, increasing sales, and providing expertise regarding customer experience and eCommerce conversion to help customers achieve their objectives. Essentially my role is advising customers and presenting the right solution for their needs. Skeepers group portfolio includes at the moment:
  - Net Reviews (Opiniones Verificadas) is a Rating & Reviews solution. The verified reviews will guide customers in their purchases and boost conversion rate (ROI) on any eCommerce site
  - MyFeelBack is a Customer Experience analytics solution that collects customer feedback via ultra-targeted smart surveys
  - Teester allows brands and online shops to generate authentic and relevant high-end videos made by consumers for consumers.

### RENEWAL ACCOUNT MANAGER

*Teradata, Madrid Aug 2020 - Aug 2021*

- The role is a multi-faceted Managed & Success Services (M&SS) sales and renewal manager. As part of the Go-To-Market sales organization, I serve as the primary pre-sales expert in managing services customer relationships, identifying sales/up-sale opportunities, and managing/mitigating erosions/cancellations in renewals
- As an integrated member of the customer account team(s), I'm primarily responsible for driving growth across Teradata's business, specifically focusing on the Managed & Success Services and Renewals portfolio.
- This role is focused on: expanding services into existing services accounts to drive further growth, Positioning new services with customers who may not already be consumers (new customer or existing), Leveraging the entire ecosystem during renewal planning/uplift discussions, and execution.

### SENIOR ACCOUNT EXECUTIVE

*Liferay, Madrid Mar 2017 - Aug 2020*

- My responsibility was to execute strategies for selling licenses and services to new clients (including end-to-end projects) in the Spanish market to exceed my assigned quota
- In addition to offering Liferay's capacities to the Spanish market, I have led professional service sales projects (including strategy, deployment, performance/tuning, upgrade), in a variety of clients such as ONCE, RIU Hotels, Leroy Merlin, ULMA, Novolux, Grupo SM, etc., in multiple areas ranging from the digital workspace (intranets) to e-commerce solutions, as well as web content migration
- In addition to the aforementioned, I dedicate 30% of my time to Telefónica, while also developing business in other sectors such as Retail, Media, Travel & Hospitality, etc.



On April 9th, 2019 I spoke in '[Workplace transformation 2019](https://www.computerworld.es/pubs/CW1366-EV/workplace/files/media/video/video5.mp4)' organized by IDG Research, where I had the opportunity to talk about how to make a digital workspace more relevant to employees.  
<https://www.computerworld.es/pubs/CW1366-EV/workplace/files/media/video/video5.mp4>



On October 17th I participated in the Liferay 2018 Symposium where I had the opportunity to talk about some trends in the content area (In Spanish).  
<https://www.youtube.com/watch?v=Vwq7N74nYE8>

## ENTERPRISE ACCOUNT EXECUTIVE - MARKETING CLOUD

*Salesforce, Madrid Dec 2014 - Jan 2016*

- I've participated in long and complex sales cycles in the enterprise segment of the Spanish market, in some cases, with partners like Accenture, Deloitte, or Capgemini.
- I've successfully managed all the sale cycle in opportunities for hundreds of thousands of euros to implement multi-channel digital solutions including email, mobile (SMS, push notification), and social media.
- Worked in Media, Entertainment, Travel/Hospitality, Retail industries
- My responsibilities included: Conduct high-level conversations with CXO in prospect accounts to understand their particular business needs, Bid management, Proposals creation, Establish good working relationships with partners and clients.
- Achievements: PortAventura, Iberostar Hotels

## KEY ACCOUNT MANAGER

*Experian Marketing Services, Madrid Oct 2010 - Dec 2014*

- As account manager of strategic accounts, my responsibility was to develop accounts, upsell new services to existing customers. Collaborated with sales on assigned prospects in a pre-sales role.
- Also, as a new business developer (hunter): prospected and contacted the head of marketing or IT departments in the retail and automotive industries. Presented best practices in email marketing and e-commerce programs. Managed all the sales cycle (including RFP, presentations, proposal, contracts).
- Some of my achievements were: managed successfully a 4 people technical support team for 1.5 years. Overachieved my quota by 20% negotiating or renewing contracts for about 1 and 1.2 million euros yearly.

## ACCOUNT MANAGER

*Cabestan, Madrid Jul 2008 - Feb 2010*

- One of my most important achievements here was winning major new accounts (with long client cycles of more than 6 months) including RENFE, Grupo Planeta, Entradas.com, Barcelo Viajes, etc
- I led the implementation of email marketing projects, and I was reporting directly to the International Business Developer.

## PHP DEVELOPER

*Joga Internacional, Madrid Oct 2007 - Jul 2008*

- I have developed document management and a CRM system in PHP language on a MySQL database engine.

## CONTENT MANAGER

*Fundación BIP BIP, Madrid Jan 2007 - Jun 2007*

- Content and development (Ruby On Rails migration to Drupal), management, agreements in different Internet projects including.

**TECHNICAL ANALYST**

*Consejo Federal de Inversiones, Buenos Aires, Argentina Mar 2000 - Oct 2004*

- Information research, reports
- Participated also in several technology-related projects.

**PROJECT COORDINATOR**

*Instituto Provincial de Administración Pública, La Plata Jun 1998 - Jan 1999*

- Recruitment, reports, organization of events/classes., in Inequality, Cooperation, and Development

**ADMINISTRATION MANAGER**

*FEMAPE - La Plata Oct 1997 - Jul 1998*

- Basic accounting, checkbook, invoicing, payment of salaries.

**LECTURER**

*Universidad de, Buenos Aires, Argentina Mar 1996 - Mar 1997*

- Political Science

**LANGUAGES**

English (fluent enough for negotiation).

Spanish driver license type B1 (cars)