



Yannick VEGA FERNANDEZ

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About me

Multilingual sales professional with +12 years of experience in developing business across verticals such as Industrial Engineering, Business Intelligence, Sport, and Education. Currently responsible for the day-to-day Sales & Marketing activities for 20 countries in EMEA and North Americas. I elevate performance through transversal management and believe in sport as an educational enabler of values applicable to the workspace. Kilimanjaro Summit [certified](#).

Professional Experience



Group-IPS, Business Development Director, Madrid, *October 2019 – ongoing*

- In-depth audit of the “As is” vs “Should be” and creation of a Board-endorsed transition plan
- Definition of agile Go-To-Market strategies to overcome changing market conditions
- Streamlined and harmonized sales processes, enhancing efficiency and productivity (+2M€)
- YoY improvements 2020-21-22-23-24(H1), in Orders, Revenue and Profit (+25%)
- Aligning Sales & Marketing efforts into joint roadmap boosting lead conversion by +30%
- Market share and international footprint increase with Master Service Agreements (1 to 10)
- Empowering Engineers to perform business activities instilling excellence & guidance (CoE)
- Closing rate from 20% to 45% resulting in a Customer Acquisition Cost reduction (CAC)
- Average size deal value from 60K to 125K€ reinforcing entities/group economical horizon
- Structured service offerings, optimizing go-to-market execution and performance
- Data-literacy culture pioneering to monitor strategic plan short / long term objectives (BI)
- Leading Group (Digital) transformation cross-departments as Project Manager
- Closed a record 37M€ deal, largest deal in company history, surpassing yearly revenue (34M€)



Agilos, Sales & Partner Manager, Brussels, *October 2018 – October 2019*

- Responsible for direct and indirect sales operations in Belgium and Luxembourg
- Creating and reinforcing alliances with partners through trainings and support
- Increasing the average size deal value with the integration of new services
- Build of SaaS product based on Mosaic database to better segment marketing campaigns
- Overachieved YoY Territory Sales Margin by 15% (customer retention, new biz, up/cross sell)

Agilos, Account Manager, Brussels, *January 2016 – October 2018*

- Managing a portfolio of accounts and prospecting clients in Brussels and Wallonia
- Selling services, workshops and trainings to enable clients take smarter and faster decisions
- Contributing to the corporate turnover increase from 6M to 13M€
- Migration plans to transition from traditional BI towards new “self-service analytics”



Dun & Bradstreet (Bisnode), Account Manager, Brussels, *January 2015 – December 2015*

- Managing existing and new accounts with their direct marketing strategies
- Target groups, data quality cleaning & enriching, BI analyses & predictive models



Cercle Brugge K.S.V., Assistant to CEO, Brugge, *July 2014 – September 2015*

- Prepared budgets (P&L) and reports for Board meetings, ensuring financial transparency
- Contract negotiations with sponsors, staff, and agents to secure beneficial agreements
- Coordinated projects and initiatives to drive club growth and enhance operational efficiency



Berlitz, Sales Executive, Brussels, *July 2012 – January 2015*

- Developing and maintaining productive relationships with new and existing clients
- Contributing to the national turnover increase of 6% and regional (EU) profit
- Collaborating with over 100 teachers from all over the world to meet clients' needs

Certifications

RFEF – International Congress of Football and Sports Law	2024
YPO – The Fast Track Way	2024
Tanzania National Parks – Kilimanjaro Ascent	2023
Vlerick Business School – M&A Masterclass	2023
IESE Business School – Strategic Sales Management	2022
Upthrust – Digital Marketing	2021
Group-IPS – Project Management	2019
Vlerick Business School – Key Account Management	2017
Hovingh & Partners – Sales Funnel	2015

Languages According to the Common European Framework of Reference for Languages (CEF)

French	C2
Spanish	C2
English	B2
Dutch	B1
Italian	A1

Education

Bachelor – Translation and Interpretation – Institut Libre Marie Haps	2009-2012
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Other Skills

Adaptability: Leading market growth during uncertain times (pandemic)
Solution finder: Focus on underlying root causes to develop sustainable practices (marathon vs sprint)
Influence: Shape opinions and behaviors of teams to impact business results (communication)