Martin Kriletich

Global Business Manager



Work Experience

Business Development Lead

2024 - Present

JumpSeat | Remote

In this position I work with sales professionals at our clients teams to establish lead generation strategies and help move opportunities though the pipeline. I help identify new client verticals and build ideal client profiles, as well as establish vertical calendars, solid prospecting processes, and multi-channel outreach strategies.

In just one quarter, I was able to increase weekly outbound volume by 200%-300%, bring bounce rates down to 2%-3% thanks to data accuracy, and enhance email outbound metrics, such as Open, Click, and Reply rates, by 150%-200% thanks to highly customized messaging, for three different clients.

Partner Development Manager

2023 - 2024

Kin + Carta | Buenos Aires

Responsible for building and maintaining relationships with our MACH partners. My goal was to help drive partnerships that support our clients' digital transformation initiatives, and to help our partners grow their businesses through collaboration with Kin + Carta. In this role, I worked closely with both our internal teams and our partners to understand their needs and objectives, and to identify areas where we could create value for each other.

Business Development Team Lead

2020 - 2023

Kin + Carta | Buenos Aires

Responsible for >300 leads and >100 first base meetings, which led to >£20M in new business opportunities across multiple verticals and multiple regions.

Acted as a team lead, facilitating meetings, helping set up weekly/monthly goals, onboarding new hires, and weekly/monthly reporting. I was also privileged to support different initiatives within the organization, like the opening of new offices across Europe, and M&A efforts within NA & LatAm.

Business Development Coordinator

2019 - 2020

Kin + Carta | Buenos Aires

In this position I worked with executive leaders at some of K+C's sister companies to establish lead generation strategies and help move opportunities though the pipeline. I was responsible for prospecting, data orchestration, setting up discovery calls, and helping move sales opportunities through the pipeline. Thanks to my performance, I got the fastest promotion for a BDR in K+C's history.

Client Engagement Coordinator

2017 - 2019

Rugby Equipment | Buenos Aires

Led account management and foreign trade operations, optimizing cost efficiency and nurturing key stakeholder relationships. Spearheaded data-driven financial analysis, resulting in robust business plans and streamlined project budgets. Initiated operational enhancements that elevated B2B and B2C sales

Controlling & Demand Planning Intern

2017 - 2017

LVMH Group | Buenos Aires

Contributed to the financial planning and controlling teams, providing valuable insights into demand planning and resource allocation. Synthesized volume reports and meticulously tracked advertising and promotion expenses, demonstrating a strong command of financial data management. Operated with a fine-tuned attention to detail and collaborated cross-functionally to support critical business decisions.

Contacts



+54 9 11 3848 5346



martinkriletich@gmail.com



Buenos Aires, Argentina

About Martin

Martin Kriletich is a Global Business Management professional, with a strong background in business development. Martin brings a wealth of experience and a passion for business expansion, coupled with a blend of creative thinking, analytical prowess, and a can-do attitude to discover new and better ways of fostering demand for products and services, and enabling business growth.

With a versatile skill set and a track record of success, Martin excels in collaborating with brands from diverse industries across different regions, working closely with sales and marketing teams of all shapes and sizes.

Education

BA in Global Business Management Universidad Argentina de la Empresa

2014 - 2018

Business Administration & Management International Exchange Student

IÉSEG School of Management

2016 - 2017

Courses & Certifications

Certified ScrumMaster
Scrum Alliance

Certificate in Advanced English University of Cambridge

Creativity and Communication in Business JAMK University