**José I. García**

Madrid, 28922, ES • [jose2.garcia@hotmail.com](mailto:jose2.garcia@hotmail.com) • +346-5884-1781 • [LinkedIn URL](http://www.linkedin.com/in/jose-ig-garcia)

Senior Sales Manager

*Accomplished and results-orientated professional with extensive experience in sales management and business development. Skilled in strategic sales initiatives execution, market penetration, ROI improvements, stakeholder engagement, and new product development. Adept at identifying new business opportunities, preparing and executing strategic sales plans. Demonstrated expertise in building long-term retention partnerships, by owning and nurturing strategic relationships, to achieve sustainable growth and repeat business. Progressing from preferred supplier status to business partner, achieving all set KPIs, and leading teams to achieve shared visions and goals.*

— Areas of Expertise —

B2B/B2C Sales | Strategic Planning & Execution | Continuous Process Improvement

Operations Management | Asset Management | Profit & Loss Accountability

Team Training & Leadership | Relationship Building | Effective Communication

— Career Accomplishments —

Implemented solid strategies and procedures for business development.

Maintained effective and efficient communication with clients to strengthen business links.

Achieved sales targets by retaining excellent and updated product knowledge to increase productivity.

Professional Experience

GE Oil & Gas and Baker Hughes Madrid, Spain

**Bently Nevada Global Projects Sales Team Leader (Senior Sales Operations)** Dec 2011 – Jul 2020

Held accountable for creating and enforcing effective strategies that position Bently Nevada as a only viable source of supply, resulting in meeting and exceeding sales quarter and annual targets assigned. Developed full scope plant asset management and reliability solutions for new construction plants in Oil & Gas and power generation markets. Encouraged all suppliers that includes EPCs, MACs, and OEMs through early engagement with project teams and set business in a stronger position against competitors. Built and executed sales strategies using Miller Heiman, Strategic Selling® Blue Sheets for successfully placing Bently Nevada as best provider of choice. Conducted counselling and mentoring of sales managers throughout selling process and nurtured trust and credibility with customers in optimizing scope and pipeline.

***Key Accomplishments****:*

* Contributed with a virtual sales teams for each global project with individual sales managers from end user, EPC, and MAC accounts, as well as region internal resources.
* Generated potentials of sales process and involved in searching and qualifying opportunities that resulted in a managed and balanced funnel as well as achieved additional orders won for Europe.
* Managed to enhance sales revenue to approximately 10-15% and also around 30% in some specific years during positive moves of market.
* Recuperated projects being considered lost by contacting and connecting with right decision makers and understood reason of lost and analyzed competition.

GE Energy Madrid, Spain

**Bently Nevada Sales Manager** May 1999 – Dec 2011

Held accountable for sales for condition monitoring systems and associated services within assigned territory or customer portfolio in Iberia. Quest and created new accounts and built partnerships to raise business volume with existing customers. Established, communicated, and executed sales & growth strategies with a well-defined action plan for each customer, including installers, end customers, partners, systems integrators, and consultants. Held responsible for achieving orders, sales, and margin targets and overseeing budget commitments. Generated and drove deal specific tactics, arranged local events and initiatives, and provided feedback regarding market trends, pricing, and competition to commercial operations i.e. win/loss analysis. Nurtured and maintained high level customer relationships to strengthen business links. Organized, administered, and tracked specific business plans and actions through regular meetings and reviews.

***Key Accomplishments****:*

* Contributed directly in sales process working with other functions to create sales strategies and bids.
* Determined new product introduction and business development requirements to penetrate new markets.
* Demonstrated and preserved strong cross business selling initiatives, leveraging sales forums and local teams.
* Positioned company for a low-medium performer on condition monitoring industry to a supplier leader in Spain and Portugal by engaging with end-users and engineering companies.
* Sold biggest EPC project to Técnicas Reunidas (Spanish EPC) with final end user in Turkey with a premium price.

**Additional Experience:**

* **Product Service Representative** at Bently Nevada Corporation, Location
* **Designing and Manufacturing** at F.B. Electrónica, Location
* **Telecommunications Product Manufacturing and Technical Installation** at Insyte, S.A.

Education and Credentials

**Associate Degree in Electronic & Telecommunication**

Institución La Salle Madrid – Madrid, ES

**Training & Qualifications**

Designing Customer Experiences | Miller Heiman, Strategic Selling® | Change Acceleration Process- CAP Coaches Workshop (CAPCW) | Building Essential Leadership Skills (BELS) | Effective Coaching Skills | Hiring the Right People | New Manager Development Course | Six Sigma Green Belt | Wilson Learning, The Versatile Sales Person | Wilson Learning, The Counselor Sales Person | Comprehensive Sales Training (CST)

**Technical Skills**

Six Sigma Green Belt Certified | MS Office (Highly proficient) | Salesforce | SAP | Bently Nevada System 1, ADRE, 3500 Config.

**Honors and Awards**

Bently Nevada Productivity Award for largest remote diagnostic installation on 35 power plants **|** Productivity Award for selling the largest Power Industry installation of Condition Monitoring Systems. **|** Developed an article published in the Orbit magazine featuring the Iberdrola M&D center and the used of Predictive and Condition Based Monitoring Systems **|** Participant in the Maintenance Congress organized by the University of A Coruña located in El Ferrol **|** Taking part like speaker in the Congress of Predictive Maintenance through Vibration Analysis organized by the University of A Coruña during November

**Languages**

Spanish – Native | English – Fluent