

# Camilo Beltran Jimenez

Bogota, Colombia • [linkedin.com/in/cbj03](https://www.linkedin.com/in/cbj03) • [www.camilobeltran.xyz](http://www.camilobeltran.xyz)

## Territory Sales Executive | SaaS & Cybersecurity | LATAM & Caribbean

Systems and Computer Engineer with a specialization in Negotiation and **5+ years of proven experience as a Territory Sales Executive in B2B technology sales**, specifically in **cybersecurity and SaaS** across the **LATAM and Caribbean** region. Consistent track record of **exceeding quotas (up to 280%)** and **driving revenue growth (80% average annual growth)**, evidenced by multiple President's Club honors. With deep technical understanding, strong negotiation skills, and expertise in *full-cycle sales*, *Salesforce forecasting*, *consultative closing*, and *partner-led go-to-market strategy*. Seeking a challenging role where my commercial acumen can drive growth and market expansion.

### SKILLS

**Sales & Revenue Growth:** B2B SaaS Sales, Consultative Selling, Cybersecurity Sales, Forecasting & Pipeline Management, Go-to-Market Strategy, MEDDPICC, Quota Attainment & Expansion, Territory Management

**CRM & Sales Tools:** Clari, Salesforce CRM, Sales Productivity Tools

**Technical Expertise:** SaaS & Cybersecurity Solutions, Software Engineering Fundamentals, Technical Demo Execution, Technical Discovery & Solution Design

**Communication, Leadership & Negotiation:** Bilingual (English & Spanish), Cross-Functional Collaboration, Executive Engagement, Negotiation Strategy, Stakeholder Management

### WORK EXPERIENCE

#### Trellix (formerly McAfee)

Bogota, Colombia • 08/2020 - 10/2024

Territory Sales Manager - English Caribbean • Full-time

- **Increased revenue by 80%** within 9 months by leading outbound campaigns and closing full-cycle cybersecurity and SaaS deals.
- **Accelerated pipeline conversion by organizing 5+ field events** and leading three partner enablement sessions across the Caribbean in 2024.
- **Shortened average deal cycle by 25%** in H1 2024 through structured follow-ups and optimized Salesforce pipeline routines.
- **Reduced onboarding delays by 25%** within one quarter by efficiently aligning sales with marketing, logistics, and admin teams.
- Drove **license expansion** and new customer acquisition by applying solution-selling techniques during discovery and demos in dynamic regional markets.

Sales Account Manager - Colombia, Ecuador, Peru and Venezuela • Full-time

- **Exceeded monthly sales targets by 280% in 2022** through targeted outbound prospecting, lead qualification, and personalized follow-up across four LATAM markets, earning **back-to-back President's Club honors** and being named **Commercial Rep of the Year in 2022**.
- Closed **new business with founders and executives**, securing deals from **\$15K–\$1.2M**, by delivering tailored pitches and nurturing high-trust relationships in Spanish and English.
- **Improved forecasting reliability** by aligning CRM usage across teams, increasing quarter-end forecast accuracy by **20%**.
- Drove regional **Go-to-Market strategy** by adapting sales messaging to market maturity, improving prospect engagement by **15% within two quarters**.
- **Increased lead-to-opportunity conversion rates by 30%** within two quarters by co-developing localized messaging and demo content with marketing.

Renewal Account Manager - Colombia and Venezuela • Full-time

- **Increased renewal rates by 30%** within two quarters by identifying upsell opportunities and executing proactive, value-driven client outreach.
- Managed a portfolio of **1000+ active accounts**, ensuring contract renewals, customer satisfaction, and account expansion through consistent touchpoints.
- **Improved billing accuracy and timeline compliance** by aligning contract workflows with accounting and operations teams.
- **Enhanced retention metrics** by implementing structured follow-up routines and strengthening collaboration with customer success.

- Supported forecasting and retention planning by leveraging CRM data and reporting tools aligned with internal stakeholder expectations.

University of Los Andes - Colombia

Bogota, Colombia • 01/2017 - 06/2020

Teaching Assistant • Teaching

- **Mentored 25+ students per semester** in web development courses covering HTML, CSS, JavaScript, and React, improving project quality and engagement.
- Evaluated assignments and coding exercises for **25+ students** in Algorithms & Programming I, delivering actionable feedback that **enhanced performance**.
- Supported curriculum delivery by coordinating lab sessions, resolving blockers, and helping students apply theoretical concepts in practical environments.
- **Strengthened communication and facilitation skills** while simplifying complex technical topics for first-year engineering students.
- Contributed to **improved student retention** in core programming courses by creating accessible resources and fostering inclusive classroom dynamics.

## EDUCATION

Postgraduate Degree in Negotiation in Business Administration and Management, General

University de Los Andes, Colombia

Bogotá, Colombia • 08/2022 - 07/2023

- Focused on effective communication and organizational conflict resolution.
- *Key coursework: Bilateral & Multilateral Negotiation, Intercultural Negotiation, Conflict Management in Organizations.*

B.S. in Systems and Computer Engineering in Systems and Computing Engineer

University de Los Andes, Colombia

Bogotá, Colombia • 08/2016 - 05/2020

- Awarded a full scholarship by Colombia's Ministry of Information and Communications Technology (MinTIC).
- *Key coursework: Data Structures and Algorithms, OOP, Transactional Systems, Algorithm Design, Statistics, Business Intelligence, Optimization.*

## CERTIFICATIONS

Play It Safe: Manage Security Risks

Google

06/2025

Foundations of Cybersecurity

Google

05/2025

## AWARDS & SCHOLARSHIPS

President's Club – Club Excellence (2022)

Trellix

01/2023

Commercial Rep Of The Year (2022)

Trellix

01/2023

President's Club – Club Excellence (2021)

Trellix

02/2022

Full Scholarship - Talento TI

Ministerio de Tecnologías de la Información y Comunicaciones de Colombia (MinTIC)

01/2017

## VOLUNTEERING & LEADERSHIP

Techo - Colombia

Habitat Coordinator

07/2012 - 12/2016  
Bogota, D.C.

- **Led the planning and construction of 200+ emergency housing units** in underserved communities.
- Managed **15+ volunteers** and conducted **500+ field assessments** to ensure impact and follow-up.
- Demonstrated **project management, team leadership, and social impact evaluation** capabilities in complex environments.