

# Camilo Beltran Jimenez

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

Results-driven and highly versatile sales leader with a proven track record of exceeding quotas by up to **280% in one year** in B2B SaaS and Cybersecurity. Expertly manages the **full sales cycle, including strategic renewals, and provides in-depth technical engineering support**. Proven ability to drive significant revenue growth, navigate complex market shifts, and close landmark deals of up to **USD 1.2M**. Recognized for consistent top performance and informal leadership in sales enablement. Seeking an Account Executive, Territory Sales Manager, or Sales Executive role to leverage a comprehensive understanding of the sales funnel and technical solutions.

## WORK EXPERIENCE

### Trellix (formerly McAfee) • Bogota, Colombia • 08/2020 - 10/2024

#### Territory Sales Manager - English Caribbean • Full-time

- Managed the end-to-end sales cycle for cybersecurity and SaaS solutions, driving **+80% YoY growth within 9 months** by reactivating dormant accounts and cultivating new client relationships.
- Functioned as the primary **technical sales engineer**, independently conducting commercial/technical presentations, live solution demonstrations, and creating custom laboratories **in 3-5 days of request**.
- Developed and executed comprehensive **renewal strategies**, ensuring a customer retention rate exceeding **90% annually** while driving substantial upsell and cross-sell.
- Managed a **10x forecast pipeline** and **spearheaded training/enablement initiatives** for new hires on sales tools and presentation best practices, impacting **over 20 individuals within the year**.

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

- Led **new logo acquisition and new business development**, achieving **280% of quota in 2022** and driving significant market expansion.
- Managed the full sales cycle from prospecting to positioning optimal solutions, contributing directly to regional revenue growth.
- Successfully navigated the **company's brand transition from McAfee to Trellix** and handled complex negotiations with Deal Desk amidst challenging economic conditions.

#### Renewal Account Manager - Colombia and Venezuela • Full-time

- Managed the renewal process for over **1,000 customers**, consistently achieving **90%+ retention rates** and exceeding sales quotas by **130% (2020)** and **180% (2021) within the fiscal year**.
- Developed and executed a comprehensive renewal plan combining mass outreach with targeted one-to-one calls, securing upsell/cross-sell opportunities **within 2 weeks of expiration date**.
- Provided dedicated **technical engineering support** for renewal accounts, including creating laboratories and delivering presentations to demonstrate solution value.

## SKILLS

### Sales & Business

#### Development:

Account & Territory Management, Channel Partnerships, Customer Relationship Management (CRM), Forecasting, Full Sales Cycle Management, MEDDPICC, Negotiation, New Business Development, Pipeline Management, Renewal Strategy

#### Technical Expertise:

Cybersecurity (Endpoint; XDR; Cloud; SecOps; Zero Trust), Product Demonstrations, RFP/RFI Response, SaaS Solutions, Solution Architecture, Technical Presentations

**Tools & Platforms:** Clari, Clari, CPQ, CPQ, Salesforce CRM, Salesforce CRM

**Languages:** English (Fluent), Spanish (Native)

## EDUCATION

### Postgraduate Degree in Negotiation

University of Los Andes, Colombia  
Bogotá, Colombia  
08/2022 - 07/2023

### B.S. in Systems and Computer Engineering

University of Los Andes, Colombia  
Bogotá, Colombia  
08/2016 - 05/2020