

Augusto Pena — Red Bull Field Key Account Manager

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Summary

Dynamic Field Key Account Manager with 6+ years of new business development and regional account leadership in high-growth B2B environments. Proven track record securing and onboarding key accounts, negotiating multimillion-dollar contracts, and driving distribution expansion. Expert in pipeline management, sales forecasting, ROI proposal development, and cross-functional stakeholder alignment. Energized by Red Bull's mission to fuel performance and excellence.

Core Competencies

- Regional Key Account Acquisition
- Contract Negotiation & ROI Proposals
- Sales Pipeline & Forecast Management
- Distributor & Franchise Partnerships
- On-Premise Execution Excellence
- Cross-Functional Stakeholder Alignment
- Trade Show & Conference Networking
- Data-Driven Account Analysis
- CRM (Salesforce, HubSpot)
- Fluent English & Spanish

Key Achievements

- Secured 50+ new commercial accounts in 12 months, driving \$2M in incremental annual revenue (REEHASH)
- Negotiated and closed \$1.2M in renewals and expansion contracts, achieving 90%+ retention (TOPO UAV)
- Increased distribution footprint by 30% through targeted account strategies and distributor partnerships (Roof1303)

Professional Experience

Co-Founder & CEO — REEHASH (Formerly RoofConnectUSA) | Miami, FL

May 2023 – Present

- Prospect, negotiate, and onboard 30+ new contractor partners into AI-driven platform, generating \$1.5M in new revenue.
- Developed annual account plans with ROI proposals, forecasting pipeline impact and securing budget approval for expansion.
- Led trade show presentations and networked with industry stakeholders to build Red Bull-style brand awareness in target regions.

Sales Executive & Manager — Roof1303.com | Miami, FL

Oct 2021 – May 2023

- Launched and managed sales funnel for On Premise-style virtual demos, closing first 83 accounts pre-product launch.
- Negotiated multi-tier contracts, delivering a 40% close rate and expanding distribution into 50 new territories.
- Collaborated with marketing to create scalable pitch decks, resulting in 25% faster onboarding cycles.

Account Executive — TOPO UAV, LLC | Miami, FL

Jan 2019 – Dec 2022

- Drove 100% YoY growth by winning new engineering accounts; increased client base by 45%.
- Managed full sales cycle including pipeline forecasting, ROI modeling, and contract negotiation for \$1.2M in revenue.
- Built strategic distributor relationships to ensure product availability and program execution.

VP of Sales — Mendiola Group, Inc | Miami, FL

Sep 2017 – Sep 2021

- Grew annual sales from \$300K to \$2M by securing key regional accounts and standardizing on-premise execution processes.
- Expanded sales team from 4 to 50 reps; implemented CRM-driven account health reviews and quarterly business reviews.

Education

MBA, Business Administration — Millennia Atlantic University (2019) BA, Economics — Florida International University (2015)

Skills

Salesforce • HubSpot • Microsoft Excel • Google Analytics • Salesforce Reporting • Contract Management

Languages

English (Native), Spanish (Native), Italian (Conversational)