

# AUGUSTO PENA

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## PROFESSIONAL PROFILE

Enterprise sales and operator leader with 9+ years of quota-carrying, pipeline-building, and consultative selling experience across technology-enabled offerings. Track record includes 100% year-on-year growth, 90% client retention, and leadership of teams scaled from 10 to 50 reps. Background combines frontline sales execution, revenue operations discipline, and founder-level ownership of product and go-to-market decisions. MBA and Economics training with banking analyst foundation and strong analytical orientation.

## TARGET ROLE

Sales Executive - Financial Risk / Risk Analytics Software

## CORE COMPETENCIES

- Enterprise B2B software and services sales
- New logo hunting, outbound prospecting, and cold calling
- Discovery, needs analysis, and cost-benefit framing
- Executive presentations and solution demos
- Negotiation and multi-stakeholder relationship management
- Pipeline governance, forecasting, and territory reporting
- CRM discipline (Salesforce, HubSpot, Trello)
- Commercial analysis and business-case development
- Cross-functional collaboration with product and technical SMEs
- Financial services foundation (MBA, Economics, banking exposure)
- Financial risk terminology awareness (market, credit, liquidity)
- MS Office (Excel, PowerPoint, Word)

## PROFESSIONAL EXPERIENCE

### Full-Stack Engineer (Independent Project), QuoteNclose

Miami, FL | 02/2026 - Present

- Built a multi-tenant SaaS platform for contractor quoting, pricing, contracts, and e-sign workflows.
- Designed structured financial-modeling and KPI diagnostics workflows to support scenario-based business decisions.
- Translated technical capabilities into commercial value narratives for business users and stakeholders.
- Managed high-accountability execution across product architecture, delivery quality, and operational documentation.

### Founder & Product Lead, Safeguard Impact

Miami, FL | 01/2025 - Present

- Built and launched software workflows for quote-to-contract lifecycle management in impact windows and doors.
- Combined product delivery with revenue-oriented customer conversations, implementation support, and process improvement.
- Created pricing/proposal systems and financing workflows to support decision-making and close efficiency.
- Coordinated operations across sales, implementation, and customer-facing support processes.

### Co-Founder & CEO, Reehash.com (formerly RoofConnectUSA)

Miami, FL | 05/2023 - 12/2024

- Led revenue strategy and consultative selling of a virtual sales platform for contractor organizations.
- Drove a 25% increase in client sales and 50% reduction in overhead through process and channel redesign.
- Executed discovery, demos, objection handling, and implementation alignment with contractor leadership teams.
- Helped clients improve pipeline conversion through structured sales workflows and analytics-informed decisions.

## **Sales Executive & Sales Manager, Roof1303.com**

Miami, FL | 10/2021 - 05/2023

- Prospected and closed the first 83 online sales before product finalization and full team onboarding.
- Implemented CRM workflow maturation from Trello to Salesforce for better pipeline visibility and process consistency.
- Recruited and coached a sales team of four, achieving a 40% close rate against a ~20% industry benchmark.
- Oversaw forecasting inputs, operational coordination, and performance management.

## **Account Executive, TOPO UAV, LLC**

Miami, FL | 01/2019 - 12/2022

- Achieved 100% year-on-year growth across a three-year period by developing and converting technical B2B opportunities.
- Maintained 90% client retention and built referral-driven growth (40% of business from repeat/referral clients).
- Owned end-to-end sales cycle from prospecting and qualification through technical presentation and negotiation.
- Sold data-rich analytical outputs to engineering and infrastructure stakeholders requiring precision and trust.

## **VP of Sales, Mendiola Group, Inc.**

Miami, FL | 09/2017 - 09/2021

- Exceeded quota by 80% and earned promotion to VP of Sales.
- Scaled annual sales from 300 to 6,000 through funnel architecture, team scaling, and management cadence.
- Grew sales team from 10 to 50 reps and coached 12 team leaders.
- Improved close rate by 80% through segmented strategy and channel-level optimization.

## **Sales Executive, StubHub**

Madrid, Spain | 02/2017 - 09/2017

- Led Europe and Latin America VIP client sales initiatives.
- Increased repeat purchase behavior through proactive account engagement and relationship continuity.

## **Digital Project Manager, WeeklySpoon, LLC**

Miami, FL | 02/2014 - 01/2016

- Developed business plans and coordinated cross-functional project delivery.
- Supported client growth via analytics and performance-marketing execution.

## **Summer Analyst, Balboa Bank & Trust**

Panama City, Panama | 07/2012 - 08/2012

- Supported finance leadership with expense reporting, forecasting, budgeting, and operational planning.
- Built foundational exposure to banking operations and financial discipline.

## **FINANCIAL RISK AND CAPITAL MARKETS ALIGNMENT**

- MBA (2019) and B.A. in Economics (2015) with financial analysis training.
- Banking analyst internship experience supporting budgeting and forecasting under CFO leadership.
- Hands-on experience translating analytical outputs and technical concepts into business decisions for clients.
- Strong readiness to sell in consultative, SME-supported environments that require domain depth and commercial discipline.

## **EDUCATION**

- Master of Business Administration (MBA), Millennia Atlantic University, 2019
- Bachelor of Arts in Economics, Florida International University, 2015
- Associate of Arts in Business Administration and Management, Broward College, 2013

## **TOOLS AND SYSTEMS**

- Salesforce Sales Cloud
- HubSpot
- Trello CRM workflows
- Microsoft Excel, PowerPoint, Word
- SaaS sales environments and virtual-demo workflows

## **HONORS AND ACTIVITIES**

- Top Sales Rep (2017), Mendiola Group, Inc.
- Team with Most Sales (2018-2021), Mendiola Group, Inc.
- Business Club Founder (2019), Millennia Atlantic University

## LANGUAGES

- English (Native)
- Spanish (Native)
- Italian (Conversational)