AUGUSTO PENA

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PROFESSIONAL SUMMARY

Enterprise B2B sales leader and founder-operator with 9+ years of quota-carrying performance, pipeline creation, and consultative selling across software-enabled solutions. Most recently led SaaS product and go-to-market execution at QuoteNclose and Safeguard Impact. Record includes 100% year-on-year growth at TOPO UAV, scaling annual sales from 300 to 6,000 at Mendiola Group, and closing the first 83 online sales at Roof1303. MBA and B.A. in Economics with banking analyst exposure.

CORE SKILLS

Enterprise Software Sales, New Business Development, Consultative Selling, Prospecting and Cold Calling, Discovery and Needs Analysis, Cost-Benefit and ROI Framing, Territory Management, Pipeline Forecasting, CRM/BRM (Salesforce, HubSpot, Trello), Executive Presentations, Negotiation, Relationship Management, MS Excel/Word/PowerPoint, Financial Services Foundation, Financial Risk Vocabulary (Market/Credit/Liquidity), Buy-Side/Sell-Side Context Familiarity

PROFESSIONAL EXPERIENCE

Full-Stack Engineer (Independent Project) | QuoteNclose | Miami, FL | 02/2026-Present

- Built and launched a multi-tenant SaaS platform covering quoting, pricing, contracts, and embedded e-sign workflows.
- Led product-led customer conversations with contractor owners and sales managers, translating technical capabilities into business value.
- Created KPI and financial-scenario workflows used for commercial decision support and growth planning.

Founder and Product Lead | Safeguard Impact | Miami, FL | 01/2025-Present

- Built and operated quote-to-contract software workflows for impact windows and doors sales teams.
- Delivered proposal, pricing, financing, and contract lifecycle features to improve sales-process consistency.
- Combined product delivery with sales enablement and customer-facing process optimization.

Co-Founder and CEO | Reehash.com (formerly RoofConnectUSA) | Miami, FL | 05/2023-12/2024

- Led go-to-market execution and consultative sales for a software-enabled virtual sales platform.
- Increased contractor-client sales by 25% and reduced operating overhead by 50% through remote selling workflows.
- Ran demos, objection-handling conversations, and solution presentations for decision-makers.

Sales Executive and Sales Manager | Roof1303.com | Miami, FL | 10/2021-05/2023

- Prospected and closed the first 83 online sales before full team scale-out.
- Improved pipeline visibility and forecasting by moving operations from Trello into Salesforce.
- Recruited and trained a sales team of four that achieved a 40% close rate versus ~20% benchmark.

Account Executive | TOPO UAV, LLC | Miami, FL | 01/2019-12/2022

- Delivered 100% year-on-year growth from 2019 through 2022 across technical B2B accounts.
- Maintained 90% client retention with 40% of revenue from repeat clients and referrals.
- Owned full cycle sales: outreach, discovery, presentation, negotiation, and close.

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 volume from 300 to 6,000 through funnel design, team coaching, and execution discipline.
- Expanded organization from 10 to 50 reps and coached 12 team leaders.

Summer Analyst | Balboa Bank and Trust | Panama City, Panama | 07/2012-08/2012

- Supported CFO team with expense reporting, forecasts, budgets, and operational planning.
- Built foundation in financial reporting discipline and analytical detail in a banking environment.

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

HONORS AND LANGUAGES

- Honors: #1 Sales Rep (2017, Mendiola Group); Team with Most Sales (2018-2021, Mendiola Group)
- Languages: English (Native), Spanish (Native), Italian (Conversational)