

AUGUSTO PENA	info@roofconnectusa.com	(305)-744-6406	Ft. Lauderdale, FL
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Professional Summary

Accomplished sales and client relationship professional with extensive experience in funding consulting, collections, and quota attainment. Proven track record of managing high-volume client interactions, leveraging CRM systems for meticulous follow-up, and consistently exceeding sales and collection goals. Adept at building strong relationships, demonstrating exceptional emotional intelligence, and applying creative approaches to enhance client satisfaction and retention. Deeply committed to continuous personal and professional development, aligning strongly with the core values of discipline, accountability, and result-orientation.

Professional Experience

Co-Founder & CEO | REEHASH.COM (Formerly RoofConnectUSA)

Miami, Florida | 05/2023 – Present

- Led the development of an AI-assisted virtual sales platform, directly consulting with contractor clients and homeowners to resolve objections and streamline funding and payment collections.
- Successfully increased contractor clients' sales by 25%, significantly reducing overhead through innovative re-engagement ("rehash") strategies.
- Managed end-to-end collection processes, ensuring prompt payment fulfillment and increasing client satisfaction through tailored financing solutions.
- Conducted regular virtual consultations and relationship management via Zoom, resulting in consistently positive client feedback and repeat business.

Sales Executive & Sales Manager | ROOF1303.COM

Miami, Florida | 10/2021 – 05/2023

- Achieved a 40% lead closure rate (double the industry standard) through rigorous CRM-driven client follow-ups and virtual presentations.
- Effectively recruited, coached, and managed a high-performing sales team, emphasizing detailed CRM note-taking, emotional intelligence, and strategic client interaction.
- Improved sales forecasting accuracy and pipeline management, leading to enhanced financial results and higher quota attainment.

Account Executive | TOPO UAV, LLC

Miami, Florida | 01/2019 – 12/2022

- Delivered year-over-year sales growth of 100%, driven by detailed CRM tracking, strategic follow-ups, and exceptional interpersonal client communications.
- Maintained a 90% client retention rate, successfully leveraging testimonials and referrals through superior relationship-building skills.

VP of Sales | MENDIOLA GROUP, INC

Miami, Florida | 09/2017 – 09/2021

- Exceeded annual quotas consistently, resulting in a promotion to VP of Sales.
- Grew annual client acquisitions exponentially (from 300 to 6,000), utilizing detailed CRM insights and disciplined follow-up strategies.
- Expanded and coached a team of 50 sales representatives, focusing on emotional intelligence, creative problem-solving, and consistent quota achievement.

Education

- **MBA, Business Administration** | Millennia Atlantic University, Miami, FL (2019)
- **BA, Economics** | Florida International University, Miami, FL (2015)
- **AA, Business Administration** | Broward College, Miami, FL (2013)

Skills

- Funding Consulting & Collections
- CRM Proficiency (Salesforce, Hubspot, Trello)
- Client Relationship & Account Management
- Quota Achievement & Sales Strategy
- Emotional Intelligence & Interpersonal Skills
- Creative Follow-up Techniques (Video, Email)
- Virtual Consultations via Zoom
- Role-playing & Communication Skills Development
- Discipline & Accountability
- Continuous Personal Development

Languages

- English – Native | Spanish – Native | Italian – Conversational