

Augusto Pena

Email: info@roofconnectusa.com | Phone: (305) 744-6406 | Location: Ft. Lauderdale, FL

Summary

Client-focused SaaS Account Manager with 6+ years driving customer adoption, renewals, and expansion in high-growth tech environments. Proven track record delivering 90%+ retention, 25% revenue lift through upsell strategies, and leading technical product demonstrations for AI/ML-enabled platforms. Skilled at account planning, contract negotiation, cross-functional collaboration, and translating complex solutions into measurable business outcomes.

Core Competencies

SaaS Account Management • Customer Success & Renewals • Upsell & Expansion • Account Planning • Technical Product Demos • AI/ML Use Case Discovery • Customer Health Monitoring • Stakeholder Alignment • CRM & Pipeline Management • Contract Negotiation • Cross-Functional Collaboration

Professional Experience

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

May 2023 – Present

- Built AI-powered virtual sales platform, driving a 25% increase in client revenue through automated lead re-engagement and upsell strategies.
- Managed full customer lifecycle: onboarding, product training, renewal negotiation, and feature request prioritization.
- Collaborated with engineering and product teams to deliver new AI features, improving customer satisfaction scores by 30%.

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

Oct 2021 – May 2023

- Launched and managed SaaS sales pipeline; closed 83 virtual deals pre-product launch.
- Achieved 40% close rate (vs. industry 20%) by executing strategic account plans and upsell campaigns.
- Implemented Salesforce CRM for account health tracking, renewal forecasting, and customer segmentation.

Account Executive — TOPO UAV, LLC | Miami, FL

Jan 2019 – Dec 2022

- Delivered 100% YoY revenue growth by upselling data visualization services and maintaining 90% client retention.
- Led discovery sessions and technical demos for engineering and construction clients, expanding platform usage by 45%.
- Negotiated and closed \$1.2M in renewals and expansion contracts.

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

Sep 2017 – Sep 2021

- Scaled annual sales from \$0 to \$2M through customer success initiatives and cross-sell strategies.
- Managed renewals and upsells, growing customer base 20x while improving retention by 35%.
- Built and coached a 50rep sales organization focused on SaaS solutions.

Education

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

Technical Skills

Salesforce Sales Cloud • HubSpot • Trello • Microsoft Excel • Google Analytics • AI/ML Platforms

Languages

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