

# ENRIQUE RECKE VELASCO

Madrid, Spain | (+34) 605 955 613 | [enrique.recke@student.ie.edu](mailto:enrique.recke@student.ie.edu) | [linkedin.com/in/enrique-recke-velasco](https://www.linkedin.com/in/enrique-recke-velasco)  
EU Work Permit Holder

## PROFESSIONAL SUMMARY

Experienced sales and account manager with a demonstrated history of working in Startups, Technology, Logistics, Telematics, and FMCG sectors. Skilled in Data Analytics and Customer Relations. Passionate about product development and implementing projects.

## EDUCATION

### IE BUSINESS SCHOOL

MADRID, SPAIN

*International MBA and Business Analytics and Big Data*

JAN. 2021 – JUL. 2022(EXPECTED)

- IE Scholarship for Technology & Innovation
- Member of IE Technology and Leadership Team
- Mexican Government CONACYT and FUNED Scholarship

### UNIVERSIDAD IBEROAMERICANA

MEXICO CITY, MEXICO

*Bachelor of Engineering, Industrial Engineering*

AUG. 2010 – DEC. 2014

- CENEVAL graduation exam with Honors

## PROFESSIONAL EXPERIENCE

### GOSMO (GASNGO STARTUP)

MEXICO CITY, MEXICO

*Head of Customer Service (Logistics & Telematics, Cloud SaaS Startup B2B, [www.gosmo.mx](http://www.gosmo.mx))*

JAN. 2018 – DEC. 2020

- Led 300+ accounts, including Fortune 500 companies
- Executed new mechanism consisting of new sales approach, increasing Average Revenue Per Use by +27%
- Designed, coordinated, and performed an end-to-end strategy for a client and reduced by 6% fuel spent per km, increased routing accuracy by 23%, and won “Galardon Tameme” award, highest recognition for Industrial, Commercial and Service companies in Mexico

### Large Accounts Sales Manager

AUG. 2016 – JAN. 2018

- Led top management and business opportunities, designed 3 new products/services for existing clients
- Incorporated 3 new top clients of Mexico’s retail industry, accounted for 17% of total annual sales

### Account and Sales Executive

SEP. 2013 – AUG. 2016

- Accomplished a new sales strategy to expand fleet controlled by 22%
- Secured account of a key client; after renewing relation with client revenue boosted 1,800%

### LEISURE PARTNERS

MEXICO CITY, MEXICO

*Project Analyst (Real Estate Solutions, Consulting & Advisory, [www.leisure.partners](http://www.leisure.partners))*

JUL. 2012 – AGO. 2013

- Built an economic, financial, and operations model improving efficiency by 20%
- Won Key Member of the Team Award for negotiating and securing investments for a real estate project in Acapulco, Mexico

### ALPARGATAS VENANCIO

MEXICO CITY, MEXICO

*Co-founder (Company engaged to import, marketing, and sales of Spanish Espadrilles)*

JAN. 2011 – DEC. 2013

- Conducted market research analyses and discovered an opportunity in a high-margin/high demand niche market, planned go-to-market model, resulting in 10X revenues in less than three years

## LANGUAGES

- Spanish (native) • English (fluent)

## TECHNICAL SKILLS

- Python | SQL | MS Office | Dataiku (ML) | Google Data Studio (BI) | Google Analytics | MS Power BI

## OTHER INTERESTING INFORMATION

- Product Development – Tito Foundation. Coordinated a project to design a First Aid kit, supervising a generation of 120 students at Universidad Iberoamericana 2014
- Fellow in Paddle and Soccer IE teams 2022