

I am a GTM and sales professional with a strong background in business strategy and communication. I am passionate about entrepreneurship, scaling products, and building the processes and frameworks that drive market success and create real value.

WORK EXPERIENCE

Rauda

RAUDA AI (SPAIN)

DEC 2025 - PRESENT

BUSINESS DEVELOPMENT CONSULTANT

- Redefining the go-to-market strategy
- Prospecting accounts across multiple sectors
- Expanding into new markets

TELESPAZIO

TELESPAZIO (ESP, ITA & DE)

OCT 2020 - NOV 2025

BUSINESS COMMUNICATION STRATEGIST

- Shaped corporate narrative; owned external comms (media, brand, social).
- Partnered with Sales/Product to align messaging to ICPs and use cases.
- Executed multi-market inbound/outbound to support a qualified pipeline.
- Coordinated GTM launches

vmware

VMWARE (SPAIN)

JAN 2019 - AUG 2019

SALES DEVELOPMENT REPRESENTATIVE EMEA

- Prospected and multi-threaded target accounts (ABM focus).
- Qualified leads using MEDDIC criteria
- Booked and confirmed sales meetings for AEs
- Coordinated co-sell motions with value-added partners/providers

EDUCATION

ThePower

business school

THE POWER MBA

FUTURE LEADERS

Mar 2021 - Mar 2022

- Business masters program
- Innovation in business models
 - Lean startup
 - Digital marketing
 - Entrepreneurship & leadership
 - Accounting & finance

SDSU

San Diego State University

SAN DIEGO STATE

Aug 2017 - May 2018

- Business & Political Science
- Entrepreneurship
 - Institutional communication
 - Financial instruments and markets
 - International Law

UNIVERSIDAD NEBRIJA

ANTONIO DE NEBRIJA

Sep 2015 - Jun 2020

- Business + International Relations (bilingual)
- Political science
 - International security
 - Economics and law
 - Management and strategy

LANGUAGES

English

Full professional proficiency

Spanish

Native

Italian

Full professional proficiency

TOOLS



PROFESSIONAL SKILLS

- EMEA-based with multi-market stakeholder management
- Brand narrative, tone of voice, and positioning
- Product launches and GTM support across teams
- Sales enablement assets and partner coordination

PERSONAL ABILITIES & SKILLS

- Creative problem-solver
- Reliable and professional
- Fast learner and people-centered
- Proactive and hands-on
- Driven and accountable