

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 (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 (SPAIN) JAN 2019 - AUG 2019
SALES DEVELOPMENT REPRESENTATIVE EMEA

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

EDUCATION



THE POWER MBA FUTURE LEADERS
Mar 2021 - Mar 2022

Business masters program

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



SAN DIEGO STATE
Aug 2017 - May 2018

Business & Political Science

- Entrepreneurship
- Institutional communication
- Financial instruments and markets
- International Law



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