JUAN ESTEBAN SERNA VEGA

Resume – Sales Strategy & Operations Lead

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PROFILE AND INTERESTS

Self-motivated professional with 9+ years in global companies (physical commodities manufacturing and distribution) and startups; ability to work independently and communicate with cross-functional teams and stakeholders, both up and down the organization.

PROFESSIONAL EXPERIENCE

Ubits Learning

Sales Operations Lead

📅 Ago 2022 – Jun 2023   📍 Remote

- Identified risks and opportunities in the commercial operation and GTM strategy, resulting in improving SaaS MN from 0,55 to 0,86 in one Q. Metrics: SaaS MN, LTV, LTV/CAC.
- Developed and delivered visualizations allowing engagement of business partners in an efficient Sales Pipeline Management. Stack: AWS - HubSpot API - Looker Studio - HubSpot user interface - Python - Gsuite.

La Haus

Sales Operations Lead

📅 Oct 2021 – Jul 2022   📍 Medellin, Col

- Co-led define growth strategy for Sales and turn it into operating plans, having clear and measurable targets. I analyzed performance on regional sales and marketing teams (ROAS,ROI,CR).
- Developed and delivered senior-level Sales dashsboards. Stack: AWS - Snowflake - Tableau - Salesforce Workbench - Salesforce user interface - HubSpot user interface - Google suite.

Dyna

Business Intelligence Lead

📅 Jan 2021 – Sep 2021   📍 Medellin, Col

- Led the BI team to develop analytic capabilities within the company. Collaborate with IT and Sales teams on data quality and DBMS issues. Strengthening of using data for decision making across corporate areas. Education and engaging of biz partners as owners on KPI's.
- Created of dashboards for the CEO and Commercial Department, displaying information from local servers using Python and Power BI.
- Developed and implemented web scraping tools for the Commercial Department using Python - Flask. Detailed Code.

Ternium

Commercial Planning Analyst

📅 Dec 2016 – May 2020   📍 Itagui, Col

- Profitability analysis (products and business units). Client segmentation strategy. CapEx planning for PP&E. Lead planning and execution of a 1-year commercial improvement project, where 50% of the Commercial Department processes were redesigned.

Steel Procurement Analyst

📅 Mar 2016 – Nov 2016   📍 Itagui, Col

- Purchasing of steel products (1 million USD per month) in Colombia and abroad. Participation in pricing strategy. Monitoring Steel prices over the most important markets worldwide. Negotiation of legal, commercial and technical agreements with steel suppliers (international). Control of stock shortfalls in managed products

Sales Operations Analyst

📅 Feb 2014 – Feb 2016   📍 Itagui, Col

- Creation of dashboards for monitoring commercial KPI's on product sales results, stock levels and sales team performance.

EDUCATION

- Main

MSc in Systems Engineering
2021-Unfinished, Universidad Nacional de Colombia. Medellin.
Certificate in Financial Engineering
2016 - 2017, Universidad Nacional de Colombia. Medellin.
BSc in Engineering Management
2009 - 2014, Universidad Nacional de Colombia. Medellin.

- Miscellaneous

Full Stack Development - Digital House | Oct 2022 – May 2023 [In progress]

Digital Marketing - Universidad EAFIT | Feb 2021 – Jun 2021

Data Science - Acámica | Ago 2020 – Jun 2021

Agile Methodologies - Certified SCRUM Master International SCRUM Institute | Nov 2020

US History and Academic English Coursework - USC University of Southern California | May 2019 – Jul 2019

TECH SKILLS - OTHER SKILLS

- MS office suite (advanced Excel + basic Access). Google suite.
- **Programming:** Python (intermediate). R (intermediate).
- **Visualization:** Power BI, Tableau, Data Studio (Looker).
- **CRM:** Salesforce, HubSpot.
- **Others:** SAP, SQL (interm.), Knime, basic understanding of APIs and RPA.

Collaboration   Verbal and written communication
Willingness to learn   Curiosity   Listening

LANGUAGES

Spanish - Native
English - Professional working proficiency - C1
German - Basic

VOLUNTEER AND AWARDS

💼 **Business Dev, eTruism, 2019, Los Angeles, CA.**
Creation of relationships, communication and dialogue with donors, charities, and community partners in LA to bring in or re-direct donations and identify collaboration in community events.

🏆 **Global Business Vision 2017**
Award granted by more than 60 colleagues of the global training program Young Professionals Ternium.

OTHER PROFESSIONAL EXPERIENCE

[Academy] - EAFIT University - Sapiencia

Academic Instructor (Jun 2021 – Sep 2021)

Course: Introduction to Data Science (Python) [48 h]. Basic contents of statistics and machine learning. Detailed repo.