

CURRICULUM VITAE

PERSONAL DATA

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ACADEMIC STUDIES

Computer Engineering, specializing in Networking and Communications. Universidad Pontificia de Salamanca.

PROFESSIONAL EXPERIENCE

December 2012 – Present

Telefonica

Cloud Product Manager - Cloud, Security and Managed Services Marketing

- Defining the strategy of Cloud Solutions development for the entire Enterprise Business
- Creating the definition, scope and proposed business plan for new projects / services. Managing the life cycle of Cloud services, tracking of sales, quality, and service evolution needs.
- Creating the initial business case that would offer as financial parameters established and incorporate the concepts deemed billable for future service.
- Track new developments and innovations in the Cloud market.
- Study and analyze the behavior of customers, market and demand identifying opportunities to work with different areas of Marketing and Strategy Sector.
- Collaborate in communication activities (trade shows, conferences ...) relating to customers and business action plans

November 2011 – December 2012

NEC Iberica

Cloud Offer Engineer in Global Cloud Centre of Competence

- Cloud Offers assessment and feasibility (internal analysis of new opportunities and terms for response from business and tech perspectives)
- Business and pricing strategy of Cloud products and definition jointly with Product Managers:
 - o **IaaS:** Orchestrators, Cloud Manager, Hardware Stack, Multi-Hypervisor Platforms, Multi-Tenant Platform, Migration Plans, Features definition, Involved in roadmap decisions and Pricing Model
 - o **SaaS/vApps(Streaming):** ISV Models, MarketPlace Revenue Share, Cloud Broker, Features definition, Involved in roadmap decisions and Pricing Model
 - o **Cloud Storage:** OpenStack Architecture, Storage Tiers, Features definition, Involved in roadmap decisions and Pricing Model
 - o **VDI:** Hardware Stack, Multi-Broker Architectures, Template Design, Migration Plans, Features definition, Involved in roadmap decisions and Pricing Model
- Service Model evolution focused, for each service, on payback, break-even point, ARPU and cash flow parameters

- For IT migrations, working closely with Project Management office in deployment models, breaking down different tasks included in the IT Transition.
- Proposals final documentation preparation (compiling technical and commercial view according to customer requirements)
- Cloud Solutions pricing and commercialization models (in collaboration with Product Managers)
- Support for Project Managers in customers events
- Technical design definition and documentation
- Coordination and negotiation with NEC JP and external providers for configuration & quotation of response to complex opportunities
- Agreements (at EMEA level) with providers and 3rd Parties for non-standard solutions.

December 2010 – November 2011

COLT Technology Services

Presales Consultant Managed Services for South Europe (European Team)

- Focused on supporting sales team on Data Center Solutions for Southern Europe Region
- Under my responsibilities include:
 - o Analysis and response RFXs, have in an active participation on Account Development Plan, Customer Intimacy with Sales team.
 - o Collaboration in the different phases of the deal (Qualification, Differentiation, Influence...)
 - o Suggest continuous differentiation with other competitors using my Personal Insight and knowledge
 - o Designing dedicated cloud computing solutions for large companies which need their own infrastructure, based on Citrix, VMware and Hyper-V
- In terms of Goals achieved during this year, highlight a project for a financial company where I've been involved in the IT transformation using Cloud tools. We get improve customer's KPI in terms of Time to Response, Service Availability and ROI.

February 2007 – December 2010

COLT Technology Services

Solution Architect Managed Services (Local Team)

- Creation of proposals, taking part in all the steps in the process of preparing a bid:
 - o Take prequalification requirements and opportunities based on consultative selling techniques of solutions
 - o Supply Chain Management
 - o Management of Economic Models: IGMAD, ROI, Payback, ...
 - o Design and development of solutions business model
 - o Preparation of offers and defense of the solution facing the customer.
- Providing support to clients in all aspects in which Colt is present in the market:
 - o Resellers: Supporting the channel in the Colt defense projects, which need flexible solutions tailored to these companies.
 - o Major Clients: Working on different verticals (Finance, Public Administration, Industry and Services). Working in Global IT Infrastructure Solutions both traditional and IaaS (Infrastructure as a Service), seeking to optimize IT resources. Strong knowledge in manages RFX even in Public Administration projects.
- Close collaboration with the marketing team in product development processes, conducting joint actions. Among these include the definition of shared virtualization

environments in order to define virtual server templates and try to reach the Pay as you Grow formula for such solutions.

- Definition and development of tools focused on the business process by indirect sales partners of Colt. Optimizing the generation time of offers and providing flexibility to the channel in the sale of Colt services. This project has achieved the following milestones: reduced development cycle of an offer by 25%, improved quality and increased win rate by 20% and assisting in the implementation of this methodology to other European sites.
- Conduct training to different departments and partners in Colt sales, conduct training based on new IT concepts such as Virtualization, VDI (Citrix XenDesktop, VMware view), Cloud Computing, IT consulting and solutions portfolio of Colt related to these services.

OTHER COURSES AND CERTIFICATIONS

../02/2005 - Google Seminary about TIC

../05/2007 - **ITIL Foundation**

../06/2009 - VTSP - VMware Technical Sales Professional - Infrastructure Virtualization

../09/2010 - VSP - VMware Sales Professional

../10/2010 - **CCNA Exploration** - Cisco Certified Network Associate

../06/2011 – **VCP** - VMware Certified Professional

../02/2012- VTSP - VMware technical Sales Professional - Desktop Solution

LANGUAGES

ENGLISH- High level, both written and spoken and can understand technical documentation

SPANISH- Native speaker