

Ana Noguera

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Global / International Director of Sales (Europe, North America, Lat-Am, Asia)

Innovation & Digital Transformation: Artificial Intelligence, Data Analytics, Cloud, Intelligent Process Automation, Cyber- Security, Enterprise Security, Compliance, IT Consulting, IoT

25 years' successfully driving global business development and sales initiatives

Dynamic, Accomplished, Goal-Oriented, and Forward-Thinking International Leader specialized in **Business Development, Sales, Account Management, Customer Success, Marketing and Operations in the area of IT Enterprise Software and Services**. Professional with an extensive background in leading domestic and international/ global business development, strategic sales & marketing growth strategies directly through field-sales, lead demand generation, marketing and partnerships to engage with local and international enterprise prospects and clients for both international start-ups and large multinational companies (**Dell Technologies, Experian, Inforcert, Agilysis, Carphone Dixons, OnMobile**). Extensive experience on Public Administration and multiple Enterprise sectors (**Utilities, Telecom, Banking/ Financial Services Payment Providers, Insurance, Healthcare, Logistics, Transport, Industry, Retail, among others**). Talent for identifying gaps and maximizing opportunities to improve B2B Enterprise SaaS Sales and Grow Strategic Accounts whilst building ecosystems of channel partners (**AWS, Microsoft, Google, Accenture, Cap Gemini, Deloitte, IBM, NTT Data, Indra, Huawei, among others**). Awarded various circle of excellence recognition as top EMEA sales leader performer. Fluent in English, French and Spanish.

AREAS OF EXPERTISE

- Consulting & Advisory, Enterprise Software (SaaS/Cloud), Customer Success
- Remote Team Leadership & Individual Contributor /Value Selling/Customer Success
- Inside, Field and Partner Sales/Marketing
- Familiar with Salesforce, Hubspot
- Modern Methodologies (Design Thinking, Agile, Lean, XP, Scrum). Consultative Selling approach.
- Familiar with Hyperscale Computing/Exponential Technologies (Cloud, IA, Machine Learning, Data Analytics)
- Budgetary, P&L and Financial Management
- EMEA/GLOBAL Market Penetration

Professional Experience

INFORCERT- TINEXTA GROUP- RegTech: European Specialist of Certification Software, Digital Identity, Cyber Security

HEAD OF SALES reporting to CEO with P&L responsibility. (2022-to date).

Responsibility for the entire commercial engine of the company, both operationally and in revenue achievement. Translation of the CEOs' digital transformation vision into executable plans, overseeing the day-to-day commercial operations:

- Commercial Strategy Definition and Execution, Annual Budgets, Sales Forecasts, Go to Market Plans, Product Marketing, Lead Generation

...continued...

- Continuous development of a purpose-driven, collectively-incentivized sales (**field sales, inside sales, channel partners and sales operations**) teams as a member of the company's leadership team to achieve quarterly sales targets and drive year to year growth
- Driving and coaching the management of major and critical client accounts providing coaching in reaching prospects and securing key commercial agreements with enterprises across multiple sectors of **Private and Public Administration**.

DELL TECHNOLOGIES, Data Analytics, Intelligent Process Automation and Cloud Native Application Software Development to accelerate business innovation and faster development and testing of secure cloud native applications- Madrid, Spain.

GLOBAL ENTERPRISE SALES DIRECTOR (From May 2017 to December 2021).

- Developed and implemented key strategies as well as Go-To-Market plans, Strategic Accounts and Marketing Plans focused on growth and the optimization of business development and sales opportunities. Defined and executed the Iberia Region Business Sales Plan aligned with Marketing and Operations. Managed the Iberia regional sales forecasts. Provided strategic leadership and guidance to sales teams as well as cross-functional teams ensuring the accomplishment of established KPIs.
- Engagement of prospects and securing key commercial agreements for Digital Transformation programs with Tier One and Tier Two enterprises across different sectors. Built an ecosystem with the innovation centers of channel partners (AWS, Microsoft, Google, Accenture, Altran, Cap Gemini, Altran, Indra, Huawei, Deloitte, KPMG, PWC, etc) Worked with client across different industries including retail, e-commerce, financial services, insurance, fin-tech, healthcare, industry, among others.

ONMOBILE - Digital Media Entertainment

DIRECTOR OF SALES FOR EUROPE REGION (February 2013 to March 2017)

Set up and led the Europe Field Sales team to meet annual sales targets selling enterprises across Europe.

- Effectively established from scratch an European Commercial unit focused on optimizing local and international expansion opportunities. Met 100% of sales target consistently by securing multi-year contracts & revamping the sales

EXPERIAN DECISION ANALYTICS. Behavioural Data Analytics (SaaS)

ENTERPRISE COMMERCIAL DIRECTOR, IBERIA REGION & GLOBAL STRATEGIC ACCOUNTS (September 2010 to January 2013)

Led a dynamic international team of field senior sales professionals promoting at CxO level the entire **Experian AI Analytics** solution portfolio to prospects and existing strategic accounts specially energy, telecom and banking

- **Recipient of the Elite Director Winner Award for Strategic Clients" in 2012.** Exceeded group sales targets Y-o-Y by generating \$27M annual revenue (25% annual growth) selling to Banking and Telecom enterprise accounts.

OPENWAVE SYSTEMS, Digital Mobile Internet and IoT Software and Services

GLOBAL SALES ACCOUNT EXECUTIVE (November 2006 to September 2010)

Managed acquisitions spanning new strategic Telecom accounts such as Telefónica, Orange, Vodafone, Telecom Italy, Turk Telecom among others

- **Recognized with the President Club Award for best GLOBAL Sales Account Executive Performer in 2008 and 2010.**

CARPHONE-DIXONS: Electrical and Telecommunications Distribution & Retail Services– London, UK

EUROPE HEAD OF ECOMMERCE & SENIOR DIGITAL PRODUCT MARKETING MANAGER (September 2002 to October 2006)

- Delivered and run European e-commerce marketplace platform (B2B and B2C) to engage, convert and sell retail, mobile and electronic products and services across Europe. WORKD WITH Payment Providers.

AGILISYS, Digital Transformation Consulting firm – London, UK

EUROPE SENIOR DIGITAL PROGRAMME/ PROJECT MANAGER (December 1998 to September 2002).

Worked with Enterprise and Public Sector Clients to accelerate their digital European transformation programmes

Education

Executive Leadership Program (PDD) - IESE Business School (Spain, March-December 2011)

Master of European Business (International MBA) - ESCP Europe (UK, France and Spain, September 1998-January 2000)

Bachelor of Business Administration - Specialized in Commercial and Marketing Management - Complutense de Madrid University (Spain, September 1994- June 1998)