



Sergio Blois Lopes

Business Development

Contact

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- www.linkedin.com/in/sergiobloislopes

Languages

Portuguese: Native language

English C2
Proficient

Spanish C1
Advanced

Polish A1
Beginner

Results-driven **Business Development & Sales Leader** with **10+ years of experience** driving **revenue growth, market expansion, and strategic partnerships** across **Latin America, Iberia, and global markets**. Expertise in **enterprise sales, high-value deal-making, and cross-functional leadership**, with a strong track record of **expanding business operations, optimizing sales processes, and leading high-performance teams**.

- ✔ **Business Development & Market Expansion** – Led **international growth strategies**, identifying and executing **go-to-market (GTM) plans** for revenue acceleration.
- ✔ **Enterprise Sales & High-Value Negotiations** – Secured **multi-million-dollar contracts** and developed long-term client relationships in **B2B, corporate law, and SaaS industries**.
- ✔ **Strategic Partnerships & Revenue Generation** – Built and maintained relationships with **C-level executives, enterprise clients, and global stakeholders**, driving **sustainable revenue growth**.
- ✔ **Sales Leadership & Team Management** – Led, mentored, and scaled sales teams of **10+ professionals**, fostering a **high-performance culture** and aligning sales with business objectives.
- ✔ **Sales Process Optimization & CRM Automation** – Implemented **CRM systems (Salesforce, HubSpot, Pipedrive)** to streamline **pipeline management, forecasting, and sales operations**.
- ✔ **Cross-Functional Leadership** – Aligned sales, marketing, and product teams to optimize **customer acquisition, retention, and revenue growth** strategies.
- ✔ **Data-Driven Decision Making** – Utilized **market research, analytics, and performance KPIs** to refine sales tactics and drive **profitability and efficiency**.

Currently **Head of Business Development at Goldblum and Partners**, leading **client acquisition, high-value negotiations, and global expansion strategies** in **corporate law, compliance, and financial structuring**. Passionate about **scaling businesses, leading dynamic teams, and executing data-driven sales strategies** that drive long-term **business success**.

Work History

Skills

Business Development & Sales Leadership

- ✓ Business Development Strategy
- ✓ Enterprise Sales & B2B Sales
- ✓ SaaS Sales & Subscription Models
- ✓ High-Value Deal Negotiation
- ✓ Key Account Management & Expansion
- ✓ Sales Strategy & Revenue Growth
- ✓ Consultative & Solution Selling
- ✓ Lead Generation & Customer Acquisition
- ✓ Go-To-Market (GTM) Strategy
- ✓ Pricing Strategy & Profitability Optimization

SaaS, CRM & Sales Automation

- ✓ SaaS Business Growth & Expansion
- ✓ CRM Implementation (Salesforce, HubSpot, Pipedrive)
- ✓ Sales Pipeline Optimization & Automation
- ✓ Sales Forecasting & KPI Management

2024-07 -
Current

Head of Business Development

Goldblum and Partners , Zurich, Switzerland
Leading global business development, sales strategy, and revenue growth for a top-tier legal consultancy specializing in **corporate law, compliance, and financial structuring**. Responsible for **client acquisition, high-value deal negotiations, and international market expansion** across **Latin America, Iberia, and global markets**.

- ✓ **Business Development & Market Expansion** – Designed and executed a **global growth strategy**, increasing revenue and expanding client acquisition in **corporate law and compliance sectors**.
- ✓ **Enterprise Sales & High-Value Deal Negotiation** – Led **multi-million-dollar contract negotiations**, securing long-term engagements with enterprise clients and high-net-worth individuals.
- ✓ **Strategic Partnerships & Client Acquisition** – Built strong **B2B relationships** with **CEOs, law firms, financial institutions, and multinational corporations** to drive new business opportunities.
- ✓ **Sales Leadership & Team Management** – Directed **cross-functional teams**, aligning sales, legal, and operations to optimize **customer engagement and retention**.
- ✓ **CRM & Sales Automation** – Implemented **CRM systems (Salesforce, HubSpot, Pipedrive)** to streamline **pipeline management, forecasting, and deal tracking**, increasing conversion rates.
- ✓ **Revenue Growth & Performance Optimization** – Developed **KPI-driven sales processes**, improving lead generation, conversion rates, and revenue forecasting.
- ✓ **Cross-Border Compliance & Global Business Strategy** – Advised clients on **international compliance regulations, tax structuring, and**

✓ Data-Driven Sales & Performance Analytics

✓ Sales Enablement & AI-Powered Sales Strategies

Market Expansion & Strategic Partnerships

✓ International Business Development

✓ Market Research & Competitive Analysis

✓ Global Sales Expansion (Latin America & Iberia)

✓ Strategic Partnerships & Channel Sales

✓ Relationship Management & Stakeholder Engagement

✓ Customer Success & Retention Strategies

Digital Sales, Growth & Revenue Optimization

✓ Growth Hacking & Conversion Optimization

✓ Digital Marketing & Performance Advertising (SEO, PPC, Paid Ads)

✓ Demand Generation & Lead Scoring

✓ Marketing Automation & Email Campaigns

✓ Sales Funnel Optimization & Customer Lifecycle Management

Leadership & Executive Management

✓ Sales Team Leadership & Coaching

corporate governance, facilitating business expansion.

✓ **Market Research & Competitive Analysis** – Conducted in-depth research to identify new opportunities and refine **go-to-market (GTM) strategies** for legal and financial services.

Impact: Successfully expanded Goldblum and Partners' presence in **Latin America and Iberia**, securing **high-value clients, increasing revenue, and strengthening market positioning** in the corporate law sector.

VP of Business Development

Exclusive Worldwide, Wroclaw, Poland

Led the company's global business development, sales strategy, and revenue growth, driving market expansion and optimizing sales operations. Managed high-level client relationships, **negotiated large-scale deals**, and implemented **scalable sales frameworks** to support the company's rapid expansion.

✓ **Business Development & Market Expansion** – Designed and executed **global growth strategies**, increasing revenue and expanding market share in **key international regions**.

✓ **Enterprise Sales & High-Value Negotiation** – Led **multi-million-dollar contract negotiations**, securing long-term partnerships and optimizing the company's revenue streams.

✓ **Strategic Partnerships & Client Acquisition** – Built and maintained **high-value relationships** with **enterprise clients, distributors, and key decision-makers**, driving sustained growth.

✓ **Sales Leadership & Team Development** – Managed and mentored a **sales team of 10+ professionals**, fostering a **high-performance culture** focused on **data-driven decision-making and results**.

2023-06 -
2024-06

- ✓ Cross-Functional Team Collaboration
- ✓ Strategic Decision-Making & Business Scaling
- ✓ Executive Communication & Negotiation
- ✓ P&L Management & Financial Planning
- ✓ Change Management & Process Improvement

✓ **CRM & Sales Process Optimization** – Implemented **CRM automation (Salesforce, HubSpot, Pipedrive)** to improve **sales pipeline visibility, forecasting accuracy, and conversion rates.**

✓ **Revenue Growth & Performance Optimization** – Developed **data-driven pricing and sales strategies**, improving lead generation, closing rates, and profitability.

✓ **Go-To-Market (GTM) Strategy Execution** – Launched **new sales initiatives and international expansion efforts**, increasing brand awareness and customer acquisition.

✓ **Market Research & Competitive Analysis** – Conducted **in-depth research on market trends and competitor positioning**, adjusting business strategies to maintain a competitive edge.

Impact: Successfully **expanded Exclusive Worldwide's market presence**, increased **enterprise client acquisitions**, and optimized **sales operations**, leading to **significant revenue growth and stronger market positioning.**

2020-01 -
2023-06

Founder & Business Growth Consultant

Digital Sales & AI-Driven Strategies, Remote
Launched and scaled a digital-first sales and marketing consultancy, leveraging **AI, automation, and data-driven strategies** to drive **revenue growth, customer acquisition, and business expansion**. Led **end-to-end business operations**, from **sales strategy and client acquisition to campaign execution and performance optimization.**

✓ **Business Development & Sales Leadership** – Designed and implemented **scalable sales strategies**, securing **high-value B2B and B2C clients** across multiple industries.

✓ **Enterprise Sales & Client Acquisition** – Managed **full sales cycles**, from **lead generation to contract negotiation**, resulting in **long-term partnerships and revenue growth.**

- ✓ **AI & Automation in Sales & Marketing** – Developed and integrated **AI-driven sales funnels, chatbots, and marketing automation tools**, enhancing conversion rates and lead nurturing.
- ✓ **Digital Growth & Performance Marketing** – Managed **multi-channel advertising campaigns** with budgets up to **\$100K**, optimizing **SEO, PPC, email marketing, and social media strategies**.
- ✓ **CRM Implementation & Sales Optimization** – Set up and optimized **CRM systems (Salesforce, HubSpot, Pipedrive)** to **streamline sales processes and improve pipeline visibility**.
- ✓ **Strategic Partnerships & Market Expansion** – Built and maintained strong **B2B partnerships**, expanding market reach and increasing **brand positioning in competitive industries**.
- ✓ **Team Leadership & Mentorship** – Led **cross-functional teams**, including **marketers, developers, and sales professionals**, aligning efforts for **scalable growth strategies**.
- ✓ **Market Research & Competitive Analysis** – Conducted **in-depth market research** to refine **go-to-market (GTM) strategies**, identifying **emerging trends and business opportunities**.

Impact: Successfully built and scaled a business that helped multiple companies **increase revenue, improve digital sales performance, and optimize marketing automation strategies**. Developed a **strong entrepreneurial mindset**, strategic thinking, and hands-on expertise in **business development, sales leadership, and digital transformation**.

2014-01 -
2020-01

Sales Manager

Logan C, Rio De Janeiro, Brazil

Promoted from Sales Representative to Sales Manager, taking on a leadership role to drive **revenue growth, team performance, and market expansion**. Led a **high-performing sales team of**

10-15 professionals, developed **scalable sales strategies**, and optimized **customer acquisition and retention processes**.

✓ **Sales Leadership & Team Management** –

Managed and mentored a **team of 10-15 sales professionals**, improving performance through **coaching, KPI tracking, and data-driven decision-making**.

✓ **Revenue Growth & Sales Strategy** – Developed and executed **high-impact sales strategies**, increasing **monthly revenue and market share**.

✓ **Enterprise & B2B Sales Execution** – Managed **full-cycle sales processes**, from **lead qualification to deal closure**, securing long-term contracts.

✓ **CRM Optimization & Sales Automation** – Implemented and managed **CRM systems (Salesforce, HubSpot, Pipedrive)** to enhance pipeline visibility and improve forecasting accuracy.

✓ **Key Account Management & Client Retention** – Built and maintained strong **client relationships**, ensuring **high retention rates and repeat business**.

✓ **Market Expansion & Business Development** – Identified and **capitalized on new market opportunities**, increasing regional and international sales.

✓ **Performance Analytics & Data-Driven Sales** – Utilized **KPIs, sales performance data, and competitive analysis** to optimize sales tactics and improve conversion rates.

Impact: Successfully scaled **sales operations**, **expanded customer acquisition channels**, and **increased revenue**, solidifying **business development expertise and leadership capabilities**.

Education

Bachelor: Marketing

IBMeC - Rio De Janeiro. Brazil

Bachelor: Marketing

IPAM - Porto, Portugal

University Exchange Program

Course: International Commerce

Course: Broadcasting and Marketing

International Olympic Committee

Personal Information

- Date of Birth: 02/16/95
- Nationality: Portuguese Brazilian