

Luis Salazar

Management Consulting & Data Analytics

As a business consultant with over a decade of experience, I empower companies to achieve their revenue goals by streamlining and automating key processes, while providing actionable insights that give visibility into sales performance, identify trends, and reveal areas for improvement, leading to data-driven decisions that optimize sales strategies and enhance team productivity.

Contact

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Skills

Financial & Data Analysis	■■■■■ Advanced
Process Optimization	■■■■■ Advanced
Benchmarking & Market Research	■■■■■ Advanced
Project Management	■■■■■ Advanced
Revenue Operations	■■■■■ Advanced
Go-To-Market Strategy	■■■■■ Upper intermediate
Reporting Oversight	■■■■■ Upper intermediate

Languages

English	■■■■■ Advanced
Spanish	■■■■■ Advanced

Software

Work History

2022-01 -
Current

Senior Manager, Commercial Analytics

- EverView, Remote (HQ: Ridgefield Park)*
- Conducted weekly reports to track performance of 39 Sales Executives & 44 Client Success Managers, measuring goal achievement on >\$300MM USD in annual revenue and volume of >1 BN letters and >18 BN emails per year.
 - Developed Excel tool that decreased Client Success forecast reporting time by ~450 hours/mo across 8 teams managing the top ~900 accounts/86% of revenue.
 - Implemented cloud technologies & operational standards within the Commercial Analytics team to improve organizational efficiency & establish operational metrics.

2015-07 -
2022-01

Engagement Manager, Strategy & Analytics

- Winhall Mill - Technology & Strategy Consulting, El Paso*
- Increased member engagement by 14% and profit margin 5% through pricing optimization, conducting member surveys (5K respondents), and building financial model that evaluated 1MM+ trips for leading car-sharing company. (Gig Car Share)
 - Implemented cloud technology solutions to improve collaboration between manufacturing stakeholders, decreased production time by 15%, lowered cost of design by 40% through workforce reduction due to technology improvements, and reduced scrap and re-work by 20% at international manufacturing client.
 - Improved conversions by ~20% and reduced lead-to-close time process 30% (from 9mos to 6mos) by developing financial model, value-based pricing strategy, & sales tool for construction company SaaS IoT company
 - Led \$10K digital consumer strategy study of massively multiplayer online game to assist client with investment decisions; secured competitor & product analysis and measured growth trends, resulting in an investment of \$150MM.(Roblox)
 - Developed complex financial analysis model and operations strategy to restructure departments of rural hospital; led to projected annual recurrent savings of \$4.2MM and subsequent acquisition by client.

2013-02 -
2015-07

Consultant

Accenture - Technology Consulting, Houston

Alteryx, Excel, Access - Data Analysis	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Advanced
Microsoft Project & Asana - Project Management	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Advanced
Salesforce & Hubspot - CRM	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Upper intermediate
SalesLoft & SalesHood - Sales Enablement	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Upper intermediate
PowerBI & Tableau - Data Visualization	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Upper intermediate
SQL & Python - Data Analysis	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Intermediate

2008-10 - 2013-02

- Headed team of 3 Consultants in developing and implementing \$250K technology tool that captured, tracked, and visually monitored 35,000+ stakeholders for Shell acquisition in North America. (Project Manager)
- Received 13 awards for Excellence in Client Service.

Analyst

Accenture, Houston

- Managed 6 Offshore Resources to build, test, and coordinate activities between 4 teams and 5 separate major ERP systems; managed all issues related to integration and deployment of new ERP application. (Project Manager)
- Oversaw team of 3 PMO specialists in reviewing ~1,000 artifacts to align with Requirements Traceability Matrix in design of California Insurance Exchange; led analysis of 500+ business requirements and resolved 397 issues. (Project Manager)
- Designed tool to automate Shell's tax reconciliation process to expedite results 20x and capture \$50K annual cost savings. (Data Analyst)
- Led team of six offshore developers in design and build stages for \$3M Shell Central Finance project.
- Resolved critical SAP issue at Shell Americas to avoid delay of billing of over 1000 Sales Contracts worth \$300M.
- Designed tool to automate Shell's tax reconciliation process which provided results 20x faster, saving \$50K/year.

Education

2013-09 - 2015-06

MBA

Massachusetts Institute of Technology - Sloan School of Management - Cambridge, MA

2007-06 - 2008-05

Master of Engineering Management

Case Western Reserve University - Weatherhead School of Management, Master of Engineering And Management - Cleveland, OH

2002-06 - 2006-05

Bachelor of Science

The University of Texas At Austin - Cockrell School of Engineering, Bachelor of Science in Biomedical Engineering - Austin, TX

Certifications

2023-01

Revenue Operations Certification: HubSpot Academy

2023-01

HubSpot Marketing Software Certification: HubSpot Academy

2022-03

Microsoft Office Specialist: Microsoft Excel Expert