

## ENTERPRISE PRODUCT MANAGER-LATIN AMERICA

### Summary

End User Computing Specialist, Senior Systems Engineer Posses 20+ of IT Pre-Sales~ Dynamic and versatile IT Pre-Sales professional with documented success in expanding sales territory and generating record revenue growth. Versed in developing and implementing unique winning strategies and solutions in highly international markets, with a focus on building long-term customer and business partner relationships. Established reputation for identifying and resolving a customer's decision barriers and closing the sale. Strong Pre-Sales presence; good understanding of:

-C-Level Presentations -Customer Relations/Services

-Business Development -Pre-Sales Techniques

### Highlights

Systems: HDS, HP, NetApp, IBM

### Technologies:

- Networking and Security
- Connectivity: Brocade, Qlogic, Emulex
- Virtualization (VCP 5, VSP/VTSP 5),
- SAN/NAS,
- End User Computing
- Storage & Consolidation, SAN/NAS
- Management and Cloud Computing

### Accomplishments

- VDI project in Triple-S of Puerto Rico (2014) VDI project in RECOPE of Costa Rica (2014) VDI project, with smartcards in SUGEF of Costa Rica VDI project, with NVidia K1 Grid cards, in Universidad Politecnica de Puerto Rico (2013-2014) Successful POC of Horizon View in BanPro of Nicaragua that shifted the decision from Citrix to VMware.
- Successful POC of Horizon 6 View and VMware Workspace Portal 2.1 in Pacific Rubiales, Colombia (2014) Successful POC of Horizon 6 View in ISA, Colombia (2014) VDI project, with NVidia K1 Grid cards, in USPEC, Colombia (2014) VMware-Miami, FL Senior Systems Engineer-Caribbean/ Central America July 2009-July 2014 Maximize VMware sales growth and market development in the Caribbean with a focus on large enterprise accounts.
- Through the support of in-country top tier reseller partners, develop and successfully expand depth and breadth of VMware products and services portfolio in select strategic accounts in Latin America.
- In support of our global market growth strategies, leverage a two-tier distribution channel model to train, develop and empower the partner sales community to drive sustainable VMware growth in the region.
- Increase market share by developing and supporting strategic pre-sales opportunities with large enterprise accounts, help develop competitive regional marketing programs to expand VMware product brand awareness, and speed virtualization and cloud computing rates.
- Increase VMware's market leadership role in Cloud based IT infrastructure architecture.
- VMware Spoke-person, delivering in-country presentations on IT Now, and many other IT events along Central America and Caribbean.
- Supporting on RFI/RFP, POCs and Demos, on site and remotely.
- Successfully positioned VMware End User Computing vision and solutions in key accounts in the region.
- Highly effective working with remote and cross-functional teams in an independent and proactive fashion, focusing on the alignment of the company's strategic objectives aligning with the customers and partners needs.
- Always surpass the targeted sales goals by at least 127%, while maintaining a sustained YoY Growth of 30% Accomplishments: Cloud Computing project in AIG, Panama (2012) Cloud Computing project in Telecarrier/Cable Onda, Panama (2011) VDI project in NCB, Jamaica (2013) Cloud Computing project in CELTEL, Honduras (2012) Server Consolidation, DR/BC project in Banco de Occidente, Honduras (2012) Server Consolidation project in Nephila, Bermuda (2009) Server Consolidation, management projects in Banco de Costa Rica, that allowed us to close an ELA and later on addendums to it (it started in 2011) Server consolidation projects in Autoridad del Canal de Panama (ACP) (2009-2012)

### Experience

Enterprise Product Manager-Latin America

Westgate Resorts 1/4 Hollister , MO

2005-2009

- Develop strategic relationships with key accounts
- Create and expand channel sales strategies
- Draft and negotiate contracts with vendors
- Define and execute "go-to-market" strategies and pricing structure
- Provide technical Pre-Sales and sales trainings
- Participate in Quarterly Business Review based on pre-established company OST's business metrics.

## EUC Senior Systems Engineer

July 2014 to February 2015 VMware 1/4 City, STATE

- Develop and support the VMware End User Computing strategies in the region.
- Put together the EUC Enablement Plan for Partners, delivered road show trainings, design and architect solutions for different projects, while maintaining the proper technical and business documentation.
- Assist various POCs and Demos in the region, that it helped to position VMware EUC platform as the preferred option by the customers.
- Align VMware solutions with third party offerings, providing the best-in-class architectures to the end users.

## Engineering Supervisor

January 1999 to January 2005 Bell Microproducts 1/4 City, STATE

- Distribute the workload to provide a high quality of customer support.
- Conduct technical presentations with customers and partners on SAN, NAS, DR/BC to the entire Latin America region, primary focus on: Brazil, Mexico, Argentina, Chile & Colombia.
- Provide trainings on installation and management in solutions such as Brocade, Emulex, Qlogic, Datacore SanSymphony, FalconStor IPstor.
- Expositor in Comdex Miami 1996-1997 and Sao Paulo 2000.
- Installation of several SAN and Tape libraries solutions in the region.

## Education

Bachelor of Science : Computing Science Engineering University of Havana, School of Engineering Cuba

## Official Trainings:

- VMware vSphere 5: Install, Configure, Manage.
- VMware Horizon (with View): Install, Configure, Manage [V6.0]
- VMware Horizon Mirage: Install, Configure, Manage [V4.0]
- Application Virtualization with VMware ThinApp 5
- VMware ViewBest Design Practices (V5)
- VMware Virtual SAN: Deploy and Manage [V5.5]
- VMware vCloud Director 5.1: Install, Configure, Manage
- VMware vSphere 4.1: Install, Configure, Manage

## Work History

Company Name

Languages

Fluent in English, Spanish.

Skills

Virtual Infrastructure Architect, End User Computing, Business Continuity/Disaster Recovery, Cloud Computing, SAN, NAS, Networking