

# **RAFAEL GUERRA MAGAÑA**

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## **REGIONAL SALES DIRECTOR | TELECOM & DIGITAL INFRASTRUCTURE**

LATAM Revenue Leadership | Carrier & Enterprise Growth | Infrastructure & Connectivity

### **PROFESSIONAL SUMMARY**

**Senior regional telecom and digital infrastructure executive** with 20+ years **driving multi-country revenue growth**, commercial strategy and large-scale infrastructure expansion across Mexico and Latin America in carrier, connectivity and data center markets.

Proven track record **leading multi-country territories and scaling \$200M+ commercial portfolios**, building high-performance sales organizations, expanding Tier-1 relationships and executing complex, multi-year infrastructure and managed services frameworks.

**Deep experience commercializing end-to-end infrastructure portfolios** across connectivity and transport, core network, security, BSS/OSS, cloud-adjacent infrastructure, digital platforms and data center ecosystems — serving Tier-1 carriers, multinational enterprises, hyperscalers and government entities.

Recognized for disciplined funnel governance, long-cycle deal orchestration, executive-level negotiation, margin protection and regional commercial leadership across multicultural LATAM and global vendor ecosystems.

### **CORE COMPETENCIES**

- Telecom Infrastructure, Connectivity & Digital Platform Sales (Carrier + Enterprise)
- Multi-Country GTM Strategy & Territory Execution (LATAM)
- Long Sales Cycles: Opportunity Shaping, Deal Structuring & Multi-Year Frameworks
- Forecast Governance, Funnel Discipline, Pricing & Margin Optimization
- Direct + Channel/Alliance Sales Models (Partners, SIs, OEMs, hyperscaler ecosystems)
- Executive Negotiation (Multi-Million USD contracts, renewals, complex T&Cs)
- Strategic Account Leadership (Tier-1 operators, enterprise, government)
- Cross-Functional Commercial Leadership (Engineering/Delivery/Operations/Finance)
- OEM & Global Vendor Relationship Management (incl. Asia HQ interfaces)
- Executive-Level Selling & Stakeholder Management (CEO, CFO, CIO, CTO)

### **PROFESSIONAL EXPERIENCE**

#### **ERICSSON | Global Sales Director – LATAM & Eastern Europe**

**Nov 2021 – March 2025**

**Senior regional commercial executive** with multi-country accountability for infrastructure and digital services growth across Latin America and Eastern Europe.

- Defined and executed regional go-to-market strategy across LATAM and Eastern Europe, aligning infrastructure portfolio positioning with operator investment cycles and enterprise digital transformation agendas.
- **Directed regional commercial strategy with accountability over \$200M+ annual bookings** and qualified pipeline across core network, transport, telco cloud, BSS/OSS, digital services and managed services.
- Led complex infrastructure modernization programs for Tier-1 carriers and multinational enterprises, including multi-year transformation and service contracts.
- **Managed geographically distributed commercial organizations** (20+ direct reports; 80+ extended matrix across presales, delivery and operations).
- Owned pipeline governance, forecast accuracy, pricing strategy and executive deal qualification reviews across multiple countries.
- Negotiated high-value infrastructure expansion and service renewal contracts in highly competitive environments.
- Strengthened hyperscaler and regional technology alliances to expand co-sell coverage and regional growth.
- Maintained direct C-level relationships positioning Ericsson as a long-term transformation partner rather than transactional vendor.

#### **NOKIA | Head of Sales – Software & Cloud Solutions (LATAM & Southern US)**

**Feb 2018 – Apr 2020**

Regional commercial leader responsible for territory recovery and transition toward software-driven infrastructure sales.

- Defined regional transition strategy from hardware-centric sales to software and cloud-led infrastructure positioning across LATAM and Southern US.
- Managed multi-country forecasting, pricing governance and regional opportunity reviews across LATAM and Southern US.
- Owned regional revenue targets across telco cloud, private wireless, software-defined networking and mission-critical platforms.
- Delivered **\$40M+ in new business with 130% YoY growth**, materially improving margins through disciplined pricing and contract structuring.
- Rebuilt underperforming territories into predictable revenue engines through structured account planning, qualification rigor and forecast discipline.
- Led long-cycle carrier and enterprise infrastructure sales across LATAM and Southern US.
- Elevated executive engagement model with CIOs and CTOs, repositioning from hardware-centric to platform-led transformation solutions.
- Partnered tightly with engineering, finance and operations to ensure profitable execution.

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### **ERICSSON | Vice President of Sales – Strategic Accounts (Mexico & Central America)**

**Sep 2013 – Nov 2017**

Executive commercial owner of Ericsson's most strategic Tier-1 carrier accounts across Mexico and Central America, with full P&L accountability and long-term infrastructure growth mandate.

- Held end-to-end commercial responsibility for strategic accounts generating \$150M+ in cumulative bookings across RAN, Core Network, IP Transport, Managed Services and Digital portfolios.
- Directed cross-functional organizations of 100+ professionals spanning sales, delivery, operations and technical domains.
- Structured and negotiated multi-year infrastructure modernization and managed services agreements aligned to operator investment roadmaps.
- Led high-stakes commercial recovery strategies, renegotiating and protecting \$100M+ in at-risk contracts.
- Sustained ~70% market share in key accounts through executive-level engagement and competitive positioning.
- Acted as primary executive sponsor to C-level stakeholders across large telecom operators in Mexico and Central America.

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### **HUAWEI TECHNOLOGIES | Jun 2011 – Aug 2013**

**Regional Sales Director IT, Core and Cloud – Latin America**

Regional expansion leader focused on accelerated infrastructure growth in competitive markets.

- Led multi-country commercial strategy across Mexico, Central America and the Caribbean.
- Generated \$100M+ revenue across core network, BSS/OSS, enterprise ICT and cloud-adjacent infrastructure.
- Built and led 20+ person regional sales and presales organization.
- Negotiated large-scale carrier infrastructure and transformation contracts.
- Served as regional executive interface with Asian headquarters and OEM leadership, aligning regional commercial execution with global strategic priorities.

### **EARLIER CAREER HIGHLIGHTS | 1998 – 2011**

**HEWLETT PACKARD MEXICO** | Sr Technology Consultant & Business Development Leader Mexico and Latin America. Led multi-year, multi-million-dollar enterprise and telco engagements across systems, networks, security, datacenters and managed services (contracts up to **USD 100M**).

**ALCATEL-LUCENT MEXICO** | Business Development and Sales Manager Latin America. Managed **\$50M+ annual quota** across BSS/OSS, core networks, systems integration and consulting services.

**MEXGLOBAL (Co-Founder/CEO/CTO)** | Entrepreneurial Leadership Mexico and Latin America. Founded and scaled consulting business to **\$1M+ annual revenue**.

### **EDUCATION & CERTIFICATIONS**

- Master in Digital Business Management & Leadership - ICE Mexico (2025-2026)
- Postgraduate AI & Machine Learning - University of Texas at Austin (2025)
- Postgraduate Sales & Business Management - ITESM, Mexico City (2005)
- B.S. Electronic Engineering - Universidad Autónoma Metropolitana (1997)
- Computer Science - Systems, Network & Security Administration - UNAM-DGSCA- Supercomputing Lab, CERT (1997)

### **LANGUAGES**

Spanish (Native) | English (Executive) | Portuguese (Business) | German, Italian, French (Basic)