

VALENTINA CASTRO

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EXECUTIVE SUMMARY

Senior sales leader with 5+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Account Management	Customer Success	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

VP of Sales

Starbucks | 2019 - Present

- Spearheaded enterprise-wide sales transformation initiatives impacting 1377+ employees
- Delivered \$1M+ in annual revenue growth through strategic account management implementations
- Built and led global teams of 47 professionals across 4 countries
- Reduced operational costs by 38% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | Sciences Po | 2017

Bachelor of Science in Sales Management | Sciences Po | 2015

Professional Certifications:

- Challenger Sale Methodology
- Salesforce Certified Administrator