

Christopher Martinez

christopher.martinez@email.com | +134-973-9336 | Nairobi, Kenya

PROFESSIONAL SUMMARY

Accomplished Business Development Manager with 11 years of progressive experience in Sales. Demonstrated expertise in B2B Sales, Lead Generation, CRM with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

B2B Sales

Lead Generation

CRM

Salesforce

Pipeline Management

Negotiation

PROFESSIONAL EXPERIENCE

Business Development Manager | Apple

2019 - Present | Nairobi, Kenya

- Spearheaded sales initiatives that delivered 36% improvement in operational efficiency
- Led cross-functional teams of 12 professionals across multiple high-impact projects
- Architected and implemented B2B Sales solutions resulting in \$265K annual cost savings
- Established best practices and mentored 7 team members, improving overall team productivity by 30%

Business Development Manager | Adobe

2015 - 2019

- Developed and maintained lead generation applications serving 57K+ users
- Collaborated with product and design teams to deliver 17 major feature releases
- Optimized system performance resulting in 54% reduction in response time

EDUCATION

Bachelor of Science in Psychology

Wharton School | 2009

CERTIFICATIONS

- Challenger Sale Methodology
- Salesforce Certified Administrator