

# ANANYA IYER

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## EXECUTIVE SUMMARY

Senior sales leader with 10+ 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
Inside Sales	Cold Calling	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

## PROFESSIONAL EXPERIENCE

### VP of Sales

**DataFlow Systems** | 2014 - Present

- Spearheaded enterprise-wide sales transformation initiatives impacting 1588+ employees
- Delivered \$1M+ in annual revenue growth through strategic inside sales implementations
- Built and led global teams of 50 professionals across 3 countries
- Reduced operational costs by 25% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

**Master of Business Administration** | IE Business School | 2011

**Bachelor of Science in Communications** | IE Business School | 2009

### Professional Certifications:

- Challenger Sale Methodology
- Salesforce Certified Administrator