

José Ignacio Añaños

MBA UTDT | Professional English & Portuguese

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Business Development & Strategy

Sales Operations | Analytics | X3 Azure Certificate

Data-driven executive with a background in sales and operations. Executed strategies ensuring revenue growth and technology adoption. Expertise in cloud, analytics, and CRM platforms.

WORK EXPERIENCE

Sales Operations Manager - Avaya Inc

10/2023 - Present

Managed sales operations for B2B Enterprise customers using data and technology.

- Targeted 90% of SaaS annual contracts renewal rate in enterprise customers. Delivered business growth managing u\$ 70M of sales pipeline using management best practices.
- Improved pipeline forecast confidence to 85% and commitment to +/-10 %. Developed and managed Power BI and Salesforce dashboards for executives and sales representatives.

Channel Program Manager - Intel Corporation

11/2019 - 09/2023

Empowered B2B customers to digital transformation executing Alliance Program.

- Managed the regional B2B Alliance program, coordinating cross-functional teams and enabling 23 Intel Alliance partners in monetizing their solutions with Intel technologies.
- Established a comprehensive B2B go-to-market strategy for the region and tracked the execution of strategic sales initiatives, achieving a 15% revenue increase YoY.
- Developed the Alliance B2B program by defining training curricula, marketing assets, program rewards, co-selling funds, and activating partner solutions on marketplace. This led in adding 80 partners achieving active status in the program.

Account Manager - Intel Corporation

05/2015 - 10/2019

Executed sales strategies for designated channels and retail customers.

- Expanded channel customers business in u\$ 3M executing multi account strategies. Maintained sales pipeline with a high volume of simultaneous opportunities.
- Defined and executed account sales plans aligned with business goals. Managed program contract negotiations terms and conditions with channel and retail customers.
- Increased profitability by launching 12 tier-2 gaming accounts in Brazil. Executed strategic sell-up initiatives for high-margin products, resulting in a \$60 average sales price.
- Developed and applied a sales advising methodology to facilitate digital transformation for clients. Established and nurtured relationships with C-level executives across customers, positioning the company as a strategic partner in cloud solutions.

EDUCATION

- MBA. Universidad Di Tella (UTDT) & Fundação Getulio Vargas (FGV). **2014**
- Bachelor's degree in marketing. Universidad de Ciencias Emp. y Soc. (UCES). **2010**

TECHNICAL SKILLS

- Cloud Computing: AZ-104 Certified (Azure Adm. Associate) | DP-900 Certified (Azure Data Fundamentals) | AZ-900 Certified (Azure Fundamentals).
- Analytics and Visualization: Microsoft Analytics Suite (Power BI, Power Pivot, Power Query), Salesforce CRM Analytics & Sales Cloud, Google Big Query, Data Modeling, Data Transformation.
- Programing Languages: SQL, Dax, Python – Pandas.