

FEDERICO ANTUNOVIC ROBLES | +569 5322 5055 | fantunovic@alumni.ie.edu

Commercial & Strategic Leader with 7+ years of experience driving B2B sales, go-to-market execution, and revenue growth across LATAM and Europe. Track record of exceeding targets in complex, consultative environments (FMCG, Construction, PropTech). Skilled in sales strategy, client acquisition, negotiation, pricing, and P&L ownership. Tech-savvy and data-driven, with deep expertise in commercial process automation, pipeline management, and cross-functional team leadership.

PROFESSIONAL EXPERIENCE

Co-Founder & Chief Commercial Officer (CCO) | Maia | Nov 2024 – Present | Santiago, Chile

- Designed and led GTM and commercial strategy.
- Developed consultative sales playbooks, pricing models, and GTM tactics for B2B acquisition.
- Led sales, onboarding, and customer success operations, with focus on high-touch sales and product-led growth.
- Built internal processes for lead qualification, pipeline automation, and data-driven decision-making.
- Represented Maia in front of potential investors and accelerators

Global Management Development Program | Hilti Group | Jan 2023 – Oct 2024 | LATAM

- Selected for Hilti's elite global talent program focused on leadership development across core business functions.
- Rotated through sales, finance, and HR projects at local and regional levels.
- Trained in commercial strategy, project management, and leadership in high-performance environments.

Account Manager | Hilti Group | Jan 2023 – Dec 2023 | Santiago, Chile

- Delivered +20% over sales target with >\$600K USD in revenue; ranked #1 salesperson in division.
- Led consultative sales for construction accounts, driving adoption of technical products.

Project Manager | Hilti Group | Jan 2024 – Oct 2024 | Panama City, Panama

- Designed territory-level profitability tracking system used by national sales leadership.
- Created and rolled out regional Sales Manager Development Program across LATAM.

MBA Strategy Consultant | Recognition AMS (Fintech) | Oct 2022 – Feb 2023 | Madrid, Spain

- Conducted market analysis on B2B Financial SaaS; defined pricing and product mix.
- Developed GTM plan: inbound funnels, referral program, and global fintech event strategy.

MBA Strategy Consultant | Heineken | Jun 2021 – Sep 2021 | Madrid, Spain

- Designed secondary distribution model to optimize stock in hospitality channel.
- Upgraded internal tools by developing commercial features and analytics dashboards.

Key Account Manager | Watt's S.A. | Sep 2019 – Dec 2020 | Santiago, Chile

- Owned national commercial relationship with LATAM's largest retailer for non-perishable portfolio.
- Achieved +50% sell-in and +40% margin growth during 2020, including 150% online sales increase.
- Managed pricing, promotions, portfolio planning, and forecast alignment with supply chain.

Commercial Operations Manager | Watt's S.A. | Feb 2018 – Aug 2019 | Santiago, Chile

- Led in-store execution for Tottus and Cencosud accounts (9 direct, 290 indirect reports).
- Delivered 95%+ shelf availability and <1% ghost stock across national operations.
- Drove +15% gross sell-out growth through field force performance management.

EDUCATION

IE Business School | MBA

Jan 2021 – Dec 2021 | Madrid, Spain

- Concentration: Marketing | Board Member, Consumer Goods Club

Universidad de los Andes | BA in Communications

Aug 2013 – Jul 2017 | Santiago, Chile

- Graduated Cum Laude | Student VP | Teaching Assistant | Multiple athletic distinctions

CORE SKILLS & TOOLS

- B2B Sales Strategy · Consultative Selling · Key Account Management · Pricing & Promotions · P&L Ownership · Client Acquisition · Negotiation · GTM Execution · Process Automation · CRM & Pipeline Management
- Salesforce · Excel (Advanced) · Qlikview · PowerPoint · Google Suite · Apollo · Cursor · XCode

LANGUAGES

- Spanish (native) · English (native) · Portuguese (intermediate) · French (basic)