**Alberto Vidrio**

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September, 2020

To the Hiring Manager:

As a talented and versatile tri-lingual Sales Operations Leader with 15+ years achieving optimal results, I am passionate about driving operational excellence to enable Sales teams to focus on growing and optimizing sales and customer satisfaction. Company and customers highly benefit from my extensive on-site and remote experience managing contracts, orders, and quote to cash cycle; streamlining processes, analyzing data and reporting, increasing productivity, and identifying improvement opportunities; complemented with my hands-on management style.

Sales and Finance areas rest assured on my trustworthy collaboration to ensure proper recognition of revenue. As a team-player, teams confidently rely on my proficiency to work with diverse groups, functions and people at all levels; and to hire and build motivated teams; capable to execute fluently in English, Spanish, and Portuguese.

Examples of my achievements include:

* Fulfilled on time a major customer special data solution ($100K) managing the Sales and IT project.
* Collaborated to win a global deal ($42 M – 53 countries) developing the proposal’s quote to cash, contract and order management, and customer E2E supplies purchasing, processes plan.
* Enabled a Sales Regional team to achieve a $220M sales growth reducing contracts and orders reversal/cancellation from 15% to less than 1%.

I am confident to add value to your organization leveraging my business skills, which include:

|  |  |  |
| --- | --- | --- |
| * Leading and Managing Teams | * Contract and Order Mgmt. | * Customer Service |
| * Planning and Finance | * Quote to Cash | * Project Management |
| * Channels and Vendor Mgmt. | * Quota and Pricing Support | * Data and Business Analysis |
| * KPIs and Reporting | * Forecast Support | * Process Improvement |

My attached resume will provide you a full overview and details on my strengths and achievements.

I look forward the opportunity to speak with you and explore further your company goals, and about how I can help you to accomplish them.

Thank you for your time and consideration.

All the best,

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**SUMMARY**

Talented and versatile tri-lingual Sales Operations Leader, passionate about driving operational excellence to enable Sales teams to focus on growing and optimizing sales and customer satisfaction. Hands-on management style with an extensive on-site and remote experience managing contracts, orders, and quote to cash cycle; streamlining processes, analyzing data and reporting, increasing productivity, and identifying improvement opportunities. Trustworthy collaborator on ensuring proper recognition of revenue. Team-player proficient at working with diverse groups, functions, and people at all levels; and hiring and building motivated teams. Executes fluently in English, Spanish and Portuguese.

**BUSINESS SKILLS**

|  |  |  |
| --- | --- | --- |
| * Leading and Managing Teams | * Contract and Order Mgmt. | * Customer Service |
| * Planning and Finance | * Quote to Cash | * Project Management |
| * Channels and Vendor Mgmt. | * Quota and Pricing Support | * Data and Business Analysis |
| * KPIs and Reporting | * Forecast Support | * Process Improvement |

**TECHNICAL SKILLS**

|  |  |  |  |
| --- | --- | --- | --- |
| * MS Office | * MS Project | * MS Visio | * Salesforce |

**PROFESSIONAL Experience**

**Sales Operations Consultant Lead** (freelance), INSI 2020

INSI is a consulting firm dedicated to permanently eliminate problems and waste from processes, and drastically improve business performance, efficiency, and effectiveness.

* Create a working relationship with prospective clients, and instill the potential improvement of their operational and administrative processes, strategic planning; and in the implementation of standardized management systems.

**Sales Operations Project Manager**, Equifax 2018 – 2019

United States Information Solutions - IT Big Data and Product Architecture

* Fulfilled on time a major customer special big data solution ($100K) managing the Sales and IT project.
* Contributed to Product Architecture Sales team’s growth strategy, with data analysis, intel and reporting.
* Coordinated an IT customer service and support refresh training between US and Off-Shore (India) Teams.
* Updated and ensured Off-Shore (India) IT customer service and support - Service Level Agreement (SLA) complied with organization’s needs and expectations.

**Sales Operations Lead** (contract), SEARS Hometown 2018

Sears Hometown is a retail organization specialized in home appliances.

* Generated $164K in sales, and improved sales engagement and customer satisfaction, enhancing the request for pricing and the quote to cash processes.
* Developed and implemented a pipeline spreadsheet report.
* Maintained updated point of sales stations and desktops with required software versions and applications.

**Business Owner**, Grupo Vidrio, LLC 2015 – 2017

Grupo Vidrio was a start-up business to sell services and products at overseas markets - Channel Partners.

* Explored a Marketing & Sales Automation software solution introduction, as LeadOutcome Brand Partner.
* Generated $5K personal care solutions sales as Brand Partner of Nerium International.

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**Sales Operations Lead** (contract), Truck Systems Technologies 2014 – 2015

Truck Systems Technologies is a leader in the TPMS (tire-pressure monitoring system) market.

* Explored sales and revenue growth, analyzing and piloting products exportation.
* Started contact with potential overseas customers and Channel Partners.
* Developed and implemented products price listing, quote, and order forms, in English and Spanish.

**Sales Operations Lead**, Pitney Bowes 2012 – 2013

Managed Print Services Organization

* Collaborated to win a global deal ($42M - 53 countries), developing proposal’s quote to cash, order and contract management, customer E2E supplies purchasing, and customer escalations processes and plan.
* Reduced deal’s invoicing project phase budgeted cost by 20%, negotiating and committing support from other Company Divisions.
* Developed deal’s Dashboard spreadsheet to analyze, forecast, control, and report by region, country, and equipment (approx. 10,000 devices): usage, revenue, cost, customer supplies, and invoicing.
* Prepared corresponding sections of deal’s RFP and SLA.
* Negotiated contract with deal’s potential Channels, partnering with Procurement Vice-President.

**Business Operations Lead**, CEVA Logistics 2008 – 2011

* Led and managed region’s cross-functional invoicing process correction and improvement project.
* Developed, localized and implemented Region’s Meals and Entertainment Sales Policy.
* Facilitated Company’s KPIs Initiative implementation at the Region.
* Led, managed, and set-up Region’s Internal Controls Area.
* Avoided potential unnecessary penalties payments (10%-15% of sales), partnering with Legal Dept.
* Ensured Channel Partners achieved expected results, complying with Service Level Agreement.
* Supervised, coached, mentored, and trained managers and staff.

**Business Operations Leader**, Hewlett-Packard 2002 – 2007

* Enabled Sales regional team to achieve $220M sales growth.
* Priced, quoted, registered and invoiced on time > 95% of contracts and orders.
* Reduced contracts and orders reversal/cancellation from 15% to less than 1%.
* Improved customer satisfaction admin experience from 65% to 85%.
* Led prevention of a $1.5M order and a $400K contract cancellation.
* Increased 40% team’s productivity.
* Guaranteed information and database 100% accuracy and availability.
* Led, managed and set-up three new offices business operations.
* Led region’s contracts database migration to SAP platform, including user testing and release.
* Ensured Channel Partners achieved expected results, complying with Service Level Agreement.
* Supervised, coached, trained, mentored, and developed direct reports and staff.

**Education and training**

* **Master in Business Administration (M.B.A.)**

Instituto Tecnológico Autónomo de México (ITAM), Mexico

* **Bachelor of Business Administration (B.B.A.)**

Universidad Autónoma Metropolitana (UAM), Mexico

* **Courses** – LinkedIn Learning
* SAP: Learning Sales and Distribution
* Excel: Analyzing Your Sales Pipeline
* Salesforce: Custom Reports
* Salesforce: Dashboards
* Salesforce: Learning Admin
* Salesforce: Learning Quip
* Salesforce: Einstein Analytics
* Salesforce: Working with Apps
* **In Progress –** Salesforce Admin Certification training.