



Juan Castillo

Master in Management and International Business

email: jcastillo70@hotmail.com Mobile: +52 55 322 333 66

Commercial: Sales Director, Account Manager, Business Development

Operations: Human Resources, Revenue Profit & Lost Management, Legal, Quality, Health, Security

Project Management: Information Technology, Business Process, Content Management

Professional experienced for more than 10 years in IT Services, commercialization of Products and projects developing different sectors such as Manufacture, Automotive, Energy, oriented to business objective achievement. Prospecting, hunting, presenting company capabilities, solutions functionalities, and benefits according to customer requirements and new business development.



EXPERIENCE



Wipro Limited / Feb. 2019 – Nov.2020

► Regional Sales Head

- Increase the potential markets (Manufacture, Energy & Natural Resources), positioning the company in new sectors achieving leads and potential projects in leading companies, offering IT best practices and solutions oriented to improve productivity process and cost saving.
- Develop commercial strategy forecasting top ten target companies (iEnova, Diavas, Jaguar, Vista, Peñoles, etc.) integrating a pipeline to support commercial business objectives and create an Installed base revenue, coordinating internal resources to attend customer requirements positioning IT solutions:
 - Digital Transformation / IoT for integrated operations and production
 - Collaborative Decision Environments and Virtual Management solutions
 - Real time data Management, Data Analytics, Business Intelligence, Data Leak
 - Enterprise Asset Mgmt., Content Management, Robotic Process Automation
 - Cloud & Infrastructure, Cybersecurity Services
 - ERP, Data base, CRM, Legacy systems, Developments,
 - Petro technical products and services Surface, wells, pipeline, management.

Business Consulting / Sep. 2015 – Jan.2019

► Business Development Senior Consultant

- Create value & competitive advantage from the profitable deployment of new technologies and innovation for Fuel & Gas Stations
- Implement the Customer Relationship Management (Microsoft-Dynamics) to measure sales process development and satisfy opportunely the market requirements

- Generate value management discipline transferring business strategy to Account Managers based in Information Technology, promoting innovation and dynamic changes.

Schlumberger Information Solutions / Ago. 2008 – Mar.2015

▶ **Regional Sales Manager**

- 35% increase of annual revenue target, achieving 90 M USD by Oil & Gas Projects including Software Applications, Services Consultancy and Hardware.
- Strengthening business relations to CXO, identifying Decision Makers, Approvers and Evaluators, Pemex E&P, Baker Hughes, Weatherford, Tecpetrol, Key Energy, Diavaz Offshore.
- Multidisciplinary sales team integration, such as; account managers, technical sales and administrative support, oriented to Information Technology customer requirements.
- Sales forecast annual integration, quarter reporting, monthly following and weekly supervision to account managers targets according to their Key Performance Indicators (KPI).
- Sales Pipeline construction and tracking opportunities in CRM (Siebel – Dynamics).

▶ **Account Manager**

- President Awards, international recognition for 217% increase in sales as Account Manager
- Prospecting and identification of business opportunities for Exploration & Production Projects including Petrotechnical solutions, Geology, Drilling, Petrophysics, Production.
- Proposal integration including economical and technical scope, time to deliver and working plan in order to be prepare for negotiation and close the business opportunity.

Paket Solutions / Feb. 2006 – Jul.2008

▶ **Commercial Director**

- Develop and implement commercial strategies according to company goals and objectives aiming to accelerate growth identifying new market opportunities, determining the optimal pricing to balance profit with customer/client satisfaction, and maintain profitable partnerships with key stakeholders.
- SAP-Retail Front End and Business ONE implementation defining KPI's and customization for specific commercial and operation requirements.

Nextel (AT&T) / Oct. 2004 – Jan. 2006

▶ **Channel Development Manager**

- Develop partnership retails and channel distribution for selling equipment and services communications, identify strategic sales points to increasing market share and directing marketing operation including sales force (prospecting, selling points and telemarketing).
- Awarded for achieving during 6 consecutive months 20% up to the regular sales target.

T-Systems / Feb, 2000 – Ago. 2004

▶ **Marketing Manager**

- Information Technology marketing strategies developing and implementing market analysis, advertising, Public Relationships, events and sponsorships and building customer loyalty.

- Increase and Strengthen business partner alliances, increasing market share identify new business opportunities achievement measurable results in time and budget.

► **Business Consultant**

- Identify, propose and integrate technology opportunities such as; ERP (Dynamics, SAP, PeopleSoft) CRM (Siebel, Clarify, Dynamics), BI (SAS, Oracle), ECM (DCTM, Opentext) including software, hardware, workflows process and service consultancy.
- Project implementations assuring scope, time and cost, mitigating risk, ensuring the successful delivery and documenting new customer requirements as new project opportunities

Thyssen-Krupp / Jan.1999 – Feb. 2000

► **Administrative Manager**

- Financial evaluation and credit authorization to actual and potential customers, ensuring control and recovery of expired loans. Responsible for the management of the financial resources.

EDUCATION

► **Sales University – SIS Kuala Lumpur, Malaysia – 2014**

- Oil & Gas Consulting Sales strategies, pipeline management, account management, negotiation skills, managing objections and closing technics, in a global environment.

► **Master in Direction and Business / UPAEP 2002 – 2004.**

- Increase Top Management abilities in order to lead effective sales teams oriented to international business.

► **Bachelor in Business Administrator – UAHM 1995 – 2000.**

- Direction and technology certification.

COURSES

► Marketing to Sales	Schlumberger	Marlow, UK.
► Sales Manager & Coaching	Schlumberger	Houston TX. USA.
► Project Management	IPMA & PMI	Mexico.
► Petroleum Engineering.	IMP	Mexico.

LANGUAGES

Spanish Native or bilingual proficiency **English** Professional working proficiency

IT Solutions

Petro technical Solutions	Petrel, Avocet, Techlog, Ocean
Customer Relationship Manager	Sales Force, Dynamics, Siebel
Microsoft Office Platform	Excel, Power Point, Word, Outlook