



Juan Gigli
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Professional experience:

Senior Account Executive

[Liferay](#) - Madrid - 03/2017 to date

Liferay has 3 main products: a Content Management System (on premise and Cloud), an eCommerce platform and a Cloud Analytics platform.

My responsibility is to execute strategies for selling licenses and services to new clients (including end-to-end projects) in the Spanish market in order to exceed my assigned quota.

In addition to offering Liferay's capacities to the Spanish market, I have led professional service sales projects (including strategy, deployment, performance/tuning, upgrade), in a variety of clients such as ONCE, RIU Hotels, Leroy Merlin, ULMA, Novolux, Grupo SM, etc., in multiple areas ranging from digital workspace (intranets) to e-commerce solutions, as well as web content migration. I have also participated in web Analytics projects with the goal of identifying the best performing content. At certain times, I have led multiple projects on the different Liferay platforms (CMS, e-commerce and cloud).

In addition to the aforementioned, I dedicate 30% of my time to Telefónica, while also developing business in other sectors such as Retail, Media, Travel & Hospitality, etc.



On April 9th 2019 I spoke in '[Workplace transformation 2019](#)' organized by IDG Research, where I had the opportunity to talk about how to make a digital workspace more relevant to employees. <https://www.computerworld.es/pubs/CW1366-EV/workplace/files/media/video/video5.mp4>



Last October 17th I participated in the Liferay 2018 Symposium where I had the opportunity to talk about some trends in the content area. (In Spanish). <https://www.youtube.com/watch?v=Vwq7N74nYE8>

Sales Manager

[Capgemini](#) - Madrid - 07/2016 to 03/2017

Responsible for developing and managing new relationships with customers and business development in the Enterprise segments. My role in an SI like Capgemini is the sale of service projects around the Salesforce product line. Among my tasks are:

- On complex sales cycles, create and drive revenue and exceed my annual sales quota.
- Evangelize on Salesforce and negotiate advantageous agreements with Salesforce as product vendor.

- As Salesforce Marketing Cloud expert, identify client's digital marketing gaps to create opportunities that can be solved via investments in Salesforce.com products.

Achievements (new clients): Nautalia Viajes, Grupo Damm, Rodilla.

Enterprise Account Executive Marketing Cloud

[Salesforce](#) - Madrid - 12/2014 to 01/02/2016

I've participated in long and complex sales cycles in the enterprise segment of the Spanish market, in some cases, with partners like Accenture, Deloitte or Capgemini. I've successfully managed all the sales cycle in opportunities for hundreds of thousands of euros to implement multi-channel digital solutions including email, mobile (SMS, push notification) and social media. Worked on Media, Entertainment, Travel/Hospitality, Retail industries.

My responsibilities included:

- Conduct high level conversations with CXO in prospect accounts to understand their particular business needs.
- Bid management.
- Proposals creation.
- Establish good working relationships with partners and clients.

Achievements: PortAventura, Iberostar Hotels.

Key Account Manager

[Experian/Cheetah Digital](#) - Barcelona/Madrid - 10/2010 to 12/2014

As account manager of strategic accounts my responsibility was to develop accounts, upselling new services to existing customers. Some of my achievements were:

- Managed successfully a 4 people technical support team during 1.5 years.
- Overachieved my quota by 20% negotiating or renewing contracts for about 1 and 1.2 million euros yearly.
- Collaborated with sales on assigned prospects in a pre-sales role.

Also, as new business developer (hunter):

- Prospected and contacted the head of marketing or IT departments on retail and automotive industries.
- Presented best practices in email marketing and e-commerce programs.
- Managed all the sales cycle (including RFP, presentations, proposal, contracts)

Achievements: SEAT, Cash Converters, Desigual.

Account Manager

[Cabestan](#) - Madrid - 07/2008 to 02/2010

One of my most important achievements here was winning major new accounts (with long client cycles of more than 6 months) including RENFE, Grupo Planeta, Entradas.com, Barcelo Viajes, etc. I led the implementation of email marketing projects, and I was reporting directly to the International Business Developer Manager. Other accounts which I managed: vipventa.com, Yves Rocher Spain.

Freelance Developer

[Joga Internacional](#) - Madrid - 10/2007 to 07/2008

I have developed a document management and a CRM system in PHP language on a MySQL database engine.

Content Manager

[Fundación BIP BIP](#) - Madrid - 01/2007 to 06/2007

Content and development (Ruby On Rails migration to Drupal), management, agreements in different Internet projects including

Technical Analyst - Public Access Internet Centre

[Consejo Federal de Inversiones](#) - Buenos Aires, Argentina - 03/2000 to 10/2004

Information research, reports. Participated also in several in technology related projects.

Project Coordinator - School of Government

[Instituto Provincial de Administración Pública](#) - La Plata, Argentina - 06/1998 to 01/1999

Teacher recruitment, reports, organization of events / classes.

Administration manager

[FEMAPE](#) - La Plata, Argentina - 10/1997 to 07/1998

Basic accounting, checkbook, invoicing, payment of salaries.

Lecturer

[Universidad de Buenos Aires](#), Argentina - 03/1996 to 03/1997

Political Science.

Courses and Certifications:

- [Winning Complex Sales - infoteam](#)
- [SPIN selling - Huthwaite International](#)
- [Negotiation Skills - Huthwaite International](#)

Studies:

[Expert in Creativity and Strategic Planning](#)

02/2007 to 09/2007 (250 hours)

Universidad Complutense de Madrid, Spain.

[Expert in Inequality, Cooperation and Development](#)

10/2004 to 06/2005 (295 hours)

Universidad Complutense de Madrid, Spain.

[Post-graduate in Digital Government and the Information Society](#)

05/2003 to 12/2003 (112 hours)

Universidad Nacional de Tres de Febrero, Argentina

[Degree in Political Science and International Relations](#)

04/1991 to 04/1996

Catholic University of La Plata, Argentina.

Language: English (fluent enough for negotiation)

Additional Information:

Spanish driver licence type B1 (cars)

References available upon request.