

Pablo Viera

vierapabloezequiel@gmail.com | LinkedIn: [PabloViera](#) | (415) 858 3697 | Website: [pabloviera.com](#)

SaaS Sales Executive

Complex sales cycles • Negotiation and closing • International sales • Customer Success

Highly impactful and consultative Enterprise Account Executive with broad SaaS industry experience, as well as deep functional expertise and excellent communication and presentations skills. Proven record in consistent generation of high volume of sales activities, account planning, accurate sales forecasting and satisfied customers through relationship building.

CORE COMPETENCIES

Enterprise SaaS sales (Full Cycle)	Lead qualification	Stakeholder management
Accurate sales forecasting	Inbound / Outbound sales (C-Suite)	Solution presentation
Complex sales cycle management	Salesforce (CRM)	Team work
Territory / Account planning	Customer-centric mindset	Excellent communication skills
MEDDPIC sales	Holistic problem solving	Spanish / Portuguese / English

PROFESSIONAL EXPERIENCE

Branch Metrics, San Diego, CA (remote)

May 2022 – Aug 2023

Enterprise Account Executive - LATAM

Responsible for all customer-facing activities in company's LATAM region (commercial/Enterprise/Strategic Accounts)

- Consistently drove 3X pipeline creation through value selling using multithreading communication to ATL and BTL - Applied the MEDDPIC framework in all deals.
- Completed the renewal and up-sell of a \$2M+ ARR book of business (existing clients)
- Generated revenue for 900K in a period of one year and 3 months
- Partnered with technical counterparts, agencies and resellers through co-selling activities and events. I traveled 7 times to the region to host networking events, customer visits and events organized together with our partners.
- Qualified inbound leads and generated high quality outbound leads (5% Inbound / 95% Outbound). Created more than 100+ new business Opps and organized / scheduled more than 160+ prospect / Client meetings.
- Managed all sales planning and comprehensive growth strategy in LATAM (Sole liaison between the region and management).
- Generated more than 100K activities (emails, posts, calls, meetings, etc.) during my time at the company

Procore Technologies (IPO May 2021), San Diego, CA (remote)

Jan 2021 – May 2022

Enterprise Account Executive - LATAM

Drove revenue-generating and customer service activities in the company's core business/market in my book of business (100+ accounts across 20 countries).

- Generated qualified new business opportunities using MEDDPIC sales methodology. Quota attainment 102% (734K).
- Owned sales process from prospecting and discovery to close. Partnered closely with SDRs, SEs, and CSMs to provide an unparalleled customer experience throughout the funnel
- Consistently improved sales process through customer feedback and Salesforce report analysis. Contributed to shorten the usual sale cycle and speed up the signing of new contracts by new customers.
- Accurately forecasted quarterly and monthly sales pipeline.
- Interfaced across all levels of target organizations (Director & VP)

Cloudflare (IPO Sep 2019), San Francisco, CA

Jan 2018 – Aug 2020

Enterprise Account Executive

As a seller I started covering 100% of the LATAM region and then I went on to cover the US territory

- Quota Attainment: Q1 '20 - 104% , Q2 '20 113% , FY '19 176% avg, FY '18 115% avg
- Developed new business opportunities by strategically targeting enterprise accounts and developing long-term relationships
- First sales person to support LATAM from SF - assisted with marketing campaigns and translation of branding materials while also representing the company at various prospecting events. I traveled to the region numerous times.
- Maintained a robust sales pipeline while managing the comprehensive sales cycle through to negotiation and close

PRIOR EXPERIENCE SUMMARY

Vaco at GOOGLE, SF/Sunnyvale/San Jose, State

May 2016 – Dec 2017

Market Research Consultant

Responsible for ensuring product quality (Google Surveys) throughout LATAM, Hispanic market in the US, Spain, Portugal and Italy.

- Conducted market analysis, business development and customer service for Google Consumer Surveys
- Generated insights for Google Surveys product team to improve consumer experience
- Responsible for analyzing data to enhance survey results

Marketing Strategist, Mobbex LLC, Argentina

Oct 2014 – May 2016

FINANCIAL SERVICES - BANKING

Business Development & Sales Manager, Estudio Viera y Asociados, Argentina

2014 – 2014

Retirement planning advisors.

Business Consultant & Certified Business Coach, Independent, Argentina

2013 – 2013

Business consulting services

Co-founder and CEO, IL Caffetino Espresso, Argentina

2009 – 2013

Retail - Franchise

EDUCATION AND CERTIFICATIONS

- **Bachelor of Arts: Marketing Administration,** Colegio Universitario IES Siglo 21, Cordoba, Argentina
- HUBSPOT - inbound Certification
- Google Adwords, Google Analytics
- IAB - Digital Marketing
- E-Commerce, Web Analytics, Cloud Computing (EOI) Questionnaire Design for Social Surveys (University of Michigan)
- CodeAcademy - Learn HTML Code

TOOLS

- **Partnered / Salesforce / Outreach / LeadIQ / LinkedIn Navigator / Slack / ZoomInfo / Microsoft Office / Clari / Boostup**