

# ANDRES GUILLEN

## B2B Account Executive

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Sales leader with 10+ years of full-cycle B2B sales and partner program experience across cybersecurity, SaaS, and AI. Well-versed in the full sales cycle from prospecting to negotiating and closing deals, with a track record of establishing strong customer relationships and building and enabling partner ecosystems across LATAM, the U.S., and EU. Proven impact includes generating \$1M+ in net-new ARR, driving 4.5x revenue growth at a SaaS HQ in Paris, and activating 115+ MSPs, MSSPs, VARs and MS partners. Fluent in Spanish.

### Selected Achievements

- ✓ Generated **\$390K** in net-new bookings from \$0 within 6 months and exceeded Q1 target by **300%**, Ignitera
- ✓ Generated **\$400K** in new logo revenue within first 6 months, 100% net-new pipeline built from scratch, eMazzanti.
- ✓ Maintained **95%** client retention across a \$2M–\$3M portfolio and increased average deal size by **40%**, eMazzanti.
- ✓ Achieved **80–90%** conversion from inbound leads (vs. 5–10% benchmark), Letsignit.
- ✓ Grew ARR from **\$110K** (2019) to **\$165K** (2020), **\$264K** (2021), and **\$502K** (2022), Letsignit.
- ✓ Consistently exceeded monthly outbound targets by **300%** and maintained a **46 NPS** and **92%** retention rate, Letsignit.
- ✓ Trained 4 SDRs and 3 account executives on sales tools, contributing to **3** internal promotions, Letsignit.
- ✓ Scaled U.S. and LATAM ARR from **\$110K to \$502K** over 4 years (4.5x growth), with **100%** partner-sourced revenue, Letsignit.

### Core Competencies

- Full B2B Sales Cycle
- Account Management
- Lead Management
- Prospecting & Outreach
- Channel and Partnerships
- Relationship Building
- Qualification and Demos
- Partner Onboarding & Enablement
- Sales, Deal Closing, and Negotiations

## PROFESSIONAL EXPERIENCE

### **Ignitera (Cross-Border Channel Practice) – Remote** **Channel Sales Manager, GTM & Market Entry**

**Dec 2024 – Present**

- Drive U.S. market entry for 3 cybersecurity products (PanicSafe, BUBO, Signitic), owning full-cycle sales and partner strategy.
- Sell Ignitera’s market-entry consulting services to U.S.-based cybersecurity companies expanding into EMEA.
- Build pipeline through warm network reactivation, prior MSP relationships, ASCII events, IAMCP chapters, and outbound.
- Leverage sales methodologies such as Sandler, MEDDIC, and Challenger to improve qualification, velocity, and partnerships.
- Launch channel programs for 3 European cybersecurity vendors entering U.S. channel ecosystem and company’s market-entry practice, covering partner tiering, deal registration, margin structure, sales enablement, and onboarding playbooks.
- Guide European cybersecurity software vendors through discovery, demos, proposals, closing, and onboarding in first 3 months.
- Support client teams and run 1 webinar per month, and provide content writing, landing page builds, and event booth presence.
- Deliver localized GTM strategies for France and broader EMEA using partner insights and regional market data.
- Convert regulatory complexity (GDPR, NIS2, CRA) into competitive positioning and buyer trust for EU vendors entering US market.
- Negotiated U.S. channel partner agreements with VARs and MSSPs, prioritizing deal registration discipline, SPIFs, and preferred-vendor placement over country exclusivity.
- Generated \$390K in net-new bookings from \$0 within 6 months and exceeded Q1 target by 300%.
- Closed 8 deals across customers and channel partners with an average 3-month sales cycle.
- Onboarded 35 channel partners across MSPs, MSSPs, VARs, system integrators, and marketing agencies.

### **eMazzanti Technologies (Mid-Market & Enterprise) – Remote** **Business Development Manager**

**Feb 2023 – Nov 2024**

- Closed 4–6 deals per month and generated \$400K in new logo revenue within first 6 months, achieving 100% net-new pipeline.
- Maintained 95% client retention across a \$2M–\$3M portfolio over a 12-month period.
- Increased average deal size by 40% through bundled solution selling and value-based sales strategies.
- Managed full sales cycle, including outbound prospecting, discovery, technical scoping, proposal, negotiation, and closing.
- Sourced leads via cold outbound on LinkedIn Sales Navigator, previous leads from database, and Letsignit cross-sell pipeline.
- Drove account expansion within existing clients through consistent monthly touchpoints and quarterly business reviews (QBRs).
- Applied Sandler, MEDDIC, Challenger, and SPIN sales methodologies to strengthen qualification and improve close rates.

### **Letsignit (Enterprise SaaS) – Kirkland, WA** **Account Executive**

**2019 – 2023**

- Grew ARR from \$110K (2019, 30 clients) to \$165K (2020, 45 clients), \$264K (2021, 55+ clients), and \$502K (2022, 70+ clients).
- Selected as 2nd U.S. hire during company expansion following success in signing 30+ MSP contracts across LATAM.

- Achieved 20–30% conversion from outbound leads (vs. 20–50%) and 80–90% conversion from inbound leads (vs. 5–10%).
- Sourced and developed pipeline through MSPs, distributors, MSP partner networks, and LinkedIn Sales Navigator.
- Consistently exceeded monthly outbound pipeline generation targets by 300%, demonstrating strong top-of-funnel execution.
- Maintained a 46 NPS and 92% retention rate through proactive regular check-ins, follow-ups, and tailored business reviews.
- Negotiated multi-year contracts with volume-based pricing models to secure long-term ARR and improve customer lock-in.
- Delivered 10+ sales presentations per week, achieving an 80%+ close rate through collaborative, team-based selling.
- Executed 40–50 cold calls and emails weekly, converting ~20% into discovery meetings.
- Applied MEDDIC, SPIN Selling, and Challenger methodologies depending on deal stage and customer profile.
- Acted as U.S. market voice within a French marketing team, providing buyer insights, refining messaging, and leading webinars.
- Tracked and analyzed key metrics, including MRR, ARR, customer satisfaction, and conversion rates using Salesforce and Outreach.
- Trained 4 SDRs and 3 account executives on sales tools, contributing to 3 internal promotions and consistent quota attainment.
- Represented company at key partner events, including SoftwareOne, CCCP, Sherweb, and Ingram.

### **Channel Account Manager USA & LATAM**

**Mar 2019 – Feb 2023**

- Built and managed 80+ MSP and Microsoft partner relationships across U.S., Mexico, and broader LATAM regions.
- Grew customer base from ~30 clients in 2019 to ~70 by 2022, contributing to \$502K in ARR.
- Anchored LATAM motion to 2 distributors (Ingram Micro and InComex) and U.S. motion to Sherweb, Pax8, and Ingram US.
- Developed a full partner enablement toolkit in collaboration with marketing, including outbound sequences, demo decks, battle cards, pricing sheets, one-pagers, and co-brandable white-label assets.
- Delivered Partner Portal training on license activation, configuration management, and technical troubleshooting.
- Scaled U.S. and LATAM ARR from \$110K to \$502K over 4 years (4.5x growth), with 100% partner-sourced revenue.
- Achieved 80–90% inbound SQL-to-close conversion rates and maintained sub-1-hour speed-to-lead from inquiry to first outreach.
- Supported partner-led webinars, joint sessions and GTM plans, outbound campaigns, and product demos, increasing sales by 40%.
- Owned full B2B sales cycle, generating 30+ qualified leads per month and consistently converting 80–90% of inbound SQLs.
- Trained partner sales teams on product demos, Microsoft license bundling strategies, and solution positioning.

### **T-Mobile – Seattle, WA**

**2013 – 2019**

#### **Associate Store Manager**

- Recipient of J.D. Power Customer Satisfaction Awards in 2017, 2018, and 2019.
- Contributed to an 80% district retention rate.
- Consistently exceeded @Work sales targets (100–110% attainment).
- Recognized as a top-performing Retail Account Manager.
- Co-led a team of 16 sales associates.

#### **Retail Sales Representative**

#### **Technical Care Technician**

## **EDUCATION & CERTIFICATIONS**

Post Graduate Certificate in Generative AI for Business – The University of Texas at Austin

Bachelor of Arts, Business Management – Florida Institute of Technology

## **ADDITIONAL INFORMATION**

- Sales Methodologies: MEDDIC, Challenger Sale, Sandler, SPIN Selling, Solution Selling, Value-Based Selling, ABM
- CRM & Sales Tools: Salesforce, HubSpot, Gong.io, Apollo.io, Clay, LinkedIn Sales Navigator, ZoomInfo, Outreach.io, Microsoft Partner Center, ConnectWise, Azure Marketplace, n8n, Supabase, Anthropic API, Claude Code
- Markets: United States, Mexico, LATAM, France, Germany, United Kingdom, broader EMEA