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# **PROFILE SUMMARY**

An experienced professional with excellent managerial, project planning, and technical skills seeking a challenging position within a dynamic growth-driven environment where I can apply proven leadership in deploying products and innovative solutions while developing strong business relationships. Adept at testing products and specifications, generating innovative ideas, supporting and troubleshooting IT issues, and preparing new software modules. Experience assisting clients in defining the business case for cloud solutions and designing the solution to help with prototyping and development. Proven experience selling the Company's products to end-user customers and generating sales revenue. A collaborative leader, team-builder, and advocate of accountability and empowerment with proven success in leading organization teams to exceed corporate growth and profitability objectives.

#### **CORE COMPETENCIES**

- Data Analytics
- Sales Management
- Technical Support
- Application Migration
- Negotiation

- Product Awareness
- Customer Service
- Complaint handling
- Cloud Computing
- Revenue Growth

- Operations Management
- Project Management
- Risk Management
- Process Improvement
- Team Collaboration

# PROFESSIONAL SKILLS

- Experience consulting on, managing and/or deploying VMware technologies, with hands-on configuration and building experience.
- Able to review and design applications to meet new and existing customers' business objectives and functional and technical requirements.
- Assisting sales teams with the delivery of technical roadmap presentations and product demonstrations.
- Experience driving digital transformation using cloud-based solutions and managing initiatives across multiple teams.
- Proficiency with program testing software, database management system software, servers, and cloud computing.
- Proven ability to establish the customer's technical needs and suggest appropriate products.
- Wide knowledge of sales promotion techniques.
- Able to follow up with customers and resolve any issues that may arise.
- Ability to explain complex technical information to customers in an easily understandable way.

# PROFESSIONAL EXPERIENCE

#### **Hewlett Packard Enterprise**

2012 - Present

# Practice Delivery Leader

2022 - Present

#### LATAM REGION

#### **Responsibilities:**

- Application Portfolio Analysis and Right Mix Advisory
- Application Migration
- Economic Analysis (TCO/ROI)
- Engage WW A&PS Practice to align WW portfolio and LAC opportunities identified by sales when needed
- Participate in sales and lead presentation to the customer, as required
- Researches the client business and industry and able to offer an option or view
- Cloud Maturity Assessment & Cloud Business Office
- Cloud Security Assessment
- Define with presales the right mix of delivery strategy based on Customers expectations (WW Practice, GRS/APEX, Jaguar Team, JGTM Partners)
- Support presales activities and will manage these activities by providing qualitative and quantitative information for successful sales
- Engages with A&PS Cloud Advisors on key Projects for Strategic Accounts
- Provide advanced technical consulting and advice to others on proposal efforts, solution design, system management, tuning and modification of solutions
- Leverages with Presales to facilitate the Proposal Development process Risk analysis (PSR) \*

- Actively participate in delivery opinions > \$ 100Ks (risk and opportunities review).
- Get support from WW practices to review and optimize solutions when needed
- Be the reference / focal point from a technical perspective of the solution to the internal project community.
- Create internal practice communities to enable delivery readiness.
- Grow (ONELead) in its practices through true innovation initiatives (i.e., Workshops).
- Support & participate in Project Review PMO governance, only from a technical perspective, to ensure TCE, efficiency, and risk mitigation.
- Feedback, only from a technical perspective, about the participation of the selected vendors.

#### Cloud Engineer 2020 - 2022

#### Greenlake -- Hybrid Cloud Solutions Architect, Colombia

- Engaging with C-level executives to define enterprise strategies.
- Identifying motivators for adoption and unlocking enterprise challenges.
- Analyzing application portfolios, identifying dependencies & common infrastructure platform components, and assessing
  migration feasibility, including hybrid and on-premise solutions for technology clusters and patterns.
- Establishing shared IT service centers for operations.
- Cost/Benefit modelling and creating compelling business cases for migration.
- Generating migration roadmaps and driving buy-in across complex organization structures.
- Collaborating with consulting and managed services partners to build and execute migration plans.
- Getting feedback from common Enterprise requirements into service development teams.
- Track record of implementing services in a variety of computing, enterprise environments.
- Experience designing, building, and operating global IT infrastructures.
- A proven track record of managing and delivering large-enterprise IT projects.
- **Technical Sales Calls** Presenting HPE's technical architecture and addressing the technical questions and concerns that a prospect has about adopting Totogi beyond a sales call's scope.
- Proof of Concept Scoping, designing, and executing demonstrations that show how integrations would occur to the cloud.
- Collateral Creation Creating technical sales collateral like slides, whitepapers, blogs, and podcasts that demonstrate expertise and establish the author and Company as thought leaders and technical experts. Configuring tailored demos that showcase features and capabilities to address SME questions with working examples. Work on resolving various technical incidents for the Company's customers involving various software, networking, and hardware environments.

#### **Lead Technical Consultant**

#### Aug 2012 - Jan 2020

#### Colombia

# **Responsibilities:**

- Full accountability for any escalations by the customer. Develop the strategy to attain a resolution
- Work with professional services and solutions engineering teams to ensure proper focus, communications and deliverables are kept on track
- Ensure professional satisfaction by ensuring the measurement of customer success stays high
- Further, enhance the country sales strategy in close cooperation with the Regional Sales Management
- Work closely with Channel Marketing Team and Regional Sales Management in order to suggest quarterly / annually marketing development funding strategy.
- Implement business development activities to help drive incremental sales
- Prepare, implement and follow up on sales and product training plans for key accounts together with the regional sales engineer
- Jointly work weekly with the inside sales team, share the plans and activities with them and strengthen the team spirit
- Demonstrate and articulate a full understanding of HPE's products and core competencies.
- Present these competencies confidently and effectively to new and existing channel partners
- Implement business development activities to help drive incremental sales
- Ensure in close cooperation with the Regional Sales Management and the Sales Controlling / Business Analysis Team a high level of visibility on ROI for any sales program/investment
- Build a close relationship with the Regional Sales Management team and work closely with all other HPE internal departments
- Further, develop the relationships and continuous business success with the channel partners
- Identify, onboard, and develop new channel partners. Plan, prepare, and execute incremental callouts and channel partner
  activities as required by business
- AWS Solutions Architecture Certification (Associate)

# **Cloud Mentor**

Dec 2021 - Present

**Udacity** 

# Instructor/TECH SPEAKER

Jan 2010 - Dec 2015

IT talent learning solutions, Bogotá D.C., Colombia

Delivering technical training programs to resellers and different customers in ITIL, and Windows Server technologies.

#### IT Specialist/PRESALES

**IBM** 

IBM is an American multinational technology and consulting corporation headquartered in Armonk, New York, United States. IBM manufactures and sells computer hardware and software, and it offers infrastructure, hosting, and consulting services in areas ranging from mainframe computers to nanotechnology. I am currently working as an IT specialist reporting to David Beltran, ITS manager. I have implemented several projects within large companies such as Coca-Cola Company, Fundacion Santafe, and Davivienda, etc.

Dec 2011 - Jul 2012

#### Responsibilities:

- Full accountability for any escalations by the customer
- Develop the strategy to attain a resolution
- Develops a trustful relationship with the customer and knows how to occasionally diffuse issues
- Work with professional services and solutions engineering teams to ensure proper focus, communications and deliverables are kept on track
- Ensure professional satisfaction by ensuring the measurement of customer success stays high
- Specialist in AIX, Linux, Citrix, and VMware technologies.
- IT Security.
- Hardening.
- VMware Consulting.
- Citrix Consulting.
- AIX PowerVM. Implementations.
- Windows Server 2008 projects.
- Support Windows and UNIX Environments.
- Deploy Storage solutions such as XIV and DS8000.
- Implementing Citrix environments based on (Xenserver, Xendesktop, and Xenapp).
- Worked on high-risk/high-pressure situations (Complex Migrations).

#### **ACHIEVEMENTS:**

- Implement virtualization systems such as PowerVM, VMware, and AIX in Davivienda.
- Implement Citrix XenDesktop environments in Koala.
- Implement Windows Server 2008 platforms in Fundacion Santafe Hospital.

# Senior Consultant Jun 2011 - Dec 2011

#### Pc Micros Ltda

PCMICROS LTDA is a prestigious company focused on consulting services for Colombia's government and large companies. During my work experience in this Company, I was the senior consultant and architect for projects such as the Colombian Air Force, Ministry of Defence, and the ministry of education.

#### **Responsibilities:**

- Full accountability for any escalations by the customer
- Develop the strategy to attain a resolution
- Develops a trustful relationship with the customer and occasionally diffuses crises.
- Work with professional services and solutions engineering teams to ensure proper focus, communications and deliverables are kept on track
- Ensure professional satisfaction by ensuring the measurement of customer success stays high
- Hardening.
- Implement Virtualization Technologies. (Citrix, VMware, and Hyper-v)
- Penetration testing.
- Analysis of Vulnerabilities "Windows and UNIX Platforms."
- Implementation of Windows Server and Hyper-V environments.
- Troubleshoot problems.
- Implement security solutions (McAfee, Vyatta, and ISA Server).
- Implement Storage Solutions.
- Supervised staff of 5 Engineers.
- Analysed servers and Configured for optimal performance.
- Performed capacity analysis with recommendations for strategic planning.
- Designed Complex Virtualization platforms.
- Provide resolution to complex problems.
- Worked on high-risk/high-pressure situations (Migrations, product upgrades, and so forth).
- Implement Exchange Server 2010 and 2003.
- Support Exchange Server 2010 and 2003.

#### **ACHIEVEMENTS:**

• I resolved a critical problem in the Air Force (the active directory had to be restored).

- I designed and applied a vulnerability assessment in Air Force. (The result was satisfactory and overwhelming because penetration testing didn't find critical vulnerabilities).
- Air Force's Active Directory was redesigned, and therefore we obtained optimal performance.

#### Citrix Consultant/SALES ENGINEER

#### **Access Team SAS**

AccessTeam has operated in Central and South America since 1996. Its focus is to deliver technologies and solutions for desktop and application virtualization, server virtualization, and web infrastructure optimization. Access Team is the most representative platinum partner of Citrix Systems in Colombia. I worked as a Citrix and Microsoft Consultant in this Company, reporting to Yumary Triana. I worked for prestigious companies such; Designed Complex Virtualization platforms.

IT security projects.

- Prepared and developed technical presentations to explain our Company's products or services to customers.
- Discussed equipment needs and system requirements with customers and engineers.
- Collaborated with sales teams to understand customer requirements and provide sales support.
- Worked on high-risk/high-pressure situations (Citrix Migrations, product upgrades, and large deployments).
- Implement large platforms based on Hyper-V and Citrix Xenserver.
- Troubleshoot complex problems "Citrix and Windows Server Environments."
- Implement, migrate, and configure Citrix XD, XenApp, and Xenserver.
- Implement, migrate, and configure CX4, VNX, Brocade Switches, and Cisco Switches.
- Installed operating systems and applications.
- Create Citrix Gold images.

#### **ACHIEVEMENTS:**

- Demonstrated high quality, results-driven, prompt, and professional customer service and support to inspire confidence in technical advice and directions in person and remotely
- Demonstrated leadership during the project developed in the British Petroleum Company. (An entire Citrix Xenapp Farm).
- Implemented the largest project in 2010, "Seguros Del Estado" (18 Servers and 180 Applications).
- Supported Falabella's infrastructure (200 Servers and 1300 Applications

#### **Information Security Officer**

May 2009 - Feb 2010

Feb 2010 - Jun 2011

#### Colsof

Colsof S.A is a prestigious company focused on consulting services for Colombia's government and large companies. During my work experience in this Company, I was the CIO and the senior consultant for projects such as Colombian Air Force, Ministry of Defence, and the local government.

#### **Responsibilities:**

- Ensured compliance with established information security policies, procedures, and standards through an ongoing monitoring process.
- Evaluated effectiveness of security tools and testing methods.
- Analyzed and completed multiple projects ranging across the various platforms as defined by Information Security.
- Audit of IT systems "ISO 27001".
- Installed and deployed Windows Server and applications.
- Administered Firewall platforms (Cisco ASA, ISA Server, BlueCoat, and Fortinet).
- Support Windows and UNIX Environments
- Implement UNIX servers.
- Worked on high risk/high-pressure situations
- Implement Exchange Server 2010 and 2003.
- Support Exchange Server 2010 and 2003.
- Provide resolution to complex problems.
- Design and implement VMware ESX and ESXi environments.
- ITIL V3 process.

#### **ACHIEVEMENTS:**

- Designed "Superintendencia de Industria y comercio" RedHat platform.
- Complex implementations were delivered on time without affecting the project's schedule.

#### **Sales Consultant**

Mar 2007 - May 2009

#### **Global Council S.A.S**

Global Council is a new company focused on consulting services for large and small businesses. This Company specializes in Citrix, VMware, Microsoft and Multi-Vendor security products such as Vyatta, Linux, Fortinet, Sonicwall, Cisco, etc. I worked in Global Council S.A.S

#### **Responsibilities:**

- Discovering the customer needs through briefings and working with the sales team to prepare and present proposals.
- Constantly adding revenue and building a pipeline for future projected sales.
- Working with the entire sales team to craft the ideal solutions for customers with more complex needs.
- Prospect, nurture, and close new business at or above Quota.
- Engage in persona-based consultative selling sales tactics and needs-based selling assisting prospects with Value-based solutions.
- Build relationships with prospects and internal stakeholders to grow new business.
- Sourced by this highly evolved sales development function
- Follow up on highly qualified inbound leads resulting from demand generation marketing;
- Deploy strong social selling tactics.
- Work collaboratively with all departments to implement and execute sales strategy as the firm

#### **ACHIEVEMENTS:**

- Due to the fact that projects were delivered on time and with added value, the Company achieved the satisfaction of its customers.
- Company's reputation was enhanced.
- Penetration Testing.
- Deployment of security solutions.
- Support Windows Server platforms.
- Virtualization Platforms.
- Support Fortinet (UTM platforms such as Symantec, Cisco, and Sonic Wall).
- Specialist in Tipping point (IDS/IPS).
- Consultancy to Juniper Firewalls.
- Configured HP and IBM Blade centers.
- Implement Exchange Server 2010 and 2003.
- Support Exchange Server 2010 and 2003.

IT Engineer Aug 2006 - Mar 2007

#### **Contact Center Americas**

Description of Company, One of the largest contact centers in the country, with operations in Bogotá and Cali and highly qualified personnel, trained and specialized in handling inbound and outbound campaigns. We currently possess around 3.300 workstations and more than 6.000 employees. I worked in Contact Center Americas as an IT engineer focused on server, network, and security deployments.

#### **Responsibilities:**

- Supervised staff of 10 Engineers.
- Monitored networks and IDS/IPS (Proventia).
- Organize new deployments.
- Switching, Routing, and Security configuration during deployments (Infrastructure).
- Monitored networks (15 Channels).
- Troubleshoot networking problems.
- Administered Windows Active Directory and ISA server.

# **ACHIEVEMENTS:**

- I was promoted to fill a better position (Information Security Officer).
- Thanks to my commitment to Contact Center Americas, This Company could deliver a new project on time (150 new workplaces distributed in 2 branch offices and headquarters).

#### EDUCATION AND PROFESSIONAL DEVELOPMENT

• University of Liverpool

Master of Science, Computer Security; Telecommunications Engineering (2010 - 2013)

 The University of Chicago Booth School of Business Sales Strategies: Mastering the Selling Process, Sales Strategies (2016 - 2017)

• University of Michigan

Successful Negotiation: Essential Strategies and Skills, NEGOTIATION (2015 - 2016)

Universidad Piloto de Colombia

Bachelor's degree, Telecommunications Engineering (2002 - 2008)

• New Horizon Leadership Institute Linux Specialist (2010 - 2011)

# **HONORS-AWARDS**

- Scholarship LAC Golden Talent FY22
- LAC AACOUNT SERVICES AWARD

# **CERTIFICATIONS**

<u>C1</u>		
•	HPE Accredited Solutions Expert	May 2021
	Server Solutions Architect V4	
•	HPE Accredited Technical Professional	Sep 2018
	Hybrid IT Solutions V1	
•	HPE Accredited Technical Professional	Aug 2018
	Server Solutions V4	
•	AWS Certified Cloud Practitioner	Apr 13, 2021 - Apr 13, 2024
•	AWS Certified Solutions Architect - Associate	Jul 02, 2021 - Jul 02, 2024
•	AZ-303 Part 1 - Implement and Monitor	Aug 20, 2021
	Azure Infrastructure	
•	AZ-303 Part 2 - Implement Management and Security Solutions in Azure	Sep 10, 2021
•	Citrix Certified Administrator for Citrix Provisioning Server 5	Mar 12, 2010
•	Citrix Certified Administrator for Citrix XenApp 5 for Windows Server 2008	Apr 30, 2010
•	Citrix Certified Administrator for Citrix XenDesktop 3	Mar 24, 2010
•	Citrix Certified Administrator for Citrix XenDesktop 3 Platinum Edition	Mar 24, 2010
•	Citrix Certified Administrator for Citrix XenServer 5 Platinum Edition	Mar 18, 2010
•	Cloud Computing for Business Leaders	Dec 29, 2021
•	AWS Certified Solutions Architect - Professional 2020	May 27, 2021
•	IBM Certified Operator	Jan 13, 2012
	AIX 6.1 Basic Operations	
•	Kubernetes Deep Dive	Jul 19, 2021
•	Udacity Mentorship	Dec 19, 2021
•	Microsoft Certified	Oct 27, 2021
	Azure Fundamentals	
•	Microsoft Certified IT Professional	Sep 01, 2009
	Server Administrator	_
•	Microsoft Certified Technology Specialist	Aug 25, 2009
	Windows Server 2008 Active Directory: Configuration	-
•	Microsoft Certified Technology Specialist	Aug 25, 2009
	Windows Server 2008 Network Infrastructure: Configuration	
•	Systems Administrator	Aug 14, 2009
	Microsoft Windows Server 2003	
•	Professional	May 20, 2009
	MCP 2.0 Certified Professional	
•	Microsoft Certified Technology Specialist	Mar 27, 2009
	Microsoft Windows Vista: Configuration	
•	VMware NSX-T Data Center: Install, Configure, Manage [V3.0]	Dec 3, 2021
•	VMware NSX for Sphere Fundamentals; 00944258	Jul 20, 2018
•	HPE Product Certified OneView [2020]	May 21, 2021
•	HPE Product Certified SimpliVity [2021]	Sep 9, 2020
•	HPE Product Certified Synergy Solutions [2016]	Jan 28, 2018
•	AWS Certified Solutions Architect - Professional 2020	May 27, 2021
•	Introduction to VMware Cloud on AWS	Oct 14, 2021