

# ALEC´S CONTRERAS

CONSULTANT IT / SALES AND PRESALES MANAGER / SOLUTION ARCHITECT



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## ABOUT ME

Passionate about life and technology, with more than 20 years in the Information Technology and Telecommunications Services Industry supporting the digital transformation of companies with understandable, robust solutions that allow them to achieve their business objectives..

*It´s not just a matter of doing it well  
must look good too !!!*

## WORK EXPERIENCE

### Consulting and Presales Manager @ **TECNODATA**

PRESENT

Head and Responsible for leading the teams of consultants and pre-sales specialists | Supervise the execution of projects, ensuring compliance with deadlines, budgets and quality | Allocate resources efficiently to meet customer needs and company objectives. | Understand client needs and objectives through meetings and analysis. | Design personalized technical and commercial solutions that solve customer problems | Participate in meetings with clients to present proposals and argue their value | Lead the creation of detailed technical-commercial proposals.

### Sales Consulting @ **ALESTRA**

2022-2024

Responsible for managing and developing strategic relationships of corporate accounts, maximizing the value of long-term relationships | Be the primary point of contact to resolve issues and respond to customer needs | Design and implement specific strategies for each key account, aligned with the company's objectives | Ensure compliance with sales objectives established for each key account | Monitor and report the financial performance of accounts, including revenue, margins and growth.

## EDUCATION

Administrative  
Computing Systems  
Degree (LSCA)



1990- 1993

## LANGUAGES

ENGLISH

## SOFT SKILLS

- ✓ LEADERSHIP
- ✓ CUSTOMER SERVICE
- ✓ COMUNICATION
- ✓ SALES NEGOTIATION
- ✓ PROBLEM - SOLVING
- ✓ CREATIVITY
- ✓ ADAPTABILITY
- ✓ ORGANITATION
- ✓ ADAPTABILITY

## HARD SKILLS

- ✓ CLIENT ENGAGEMENT
- ✓ SALES PRESENTATION /DEMOS
- ✓ PLATAFORM ARCHITECT
- ✓ CLOUD IaaS |PaaS | SaaS
- ✓ VIRTUALITATION
- ✓ SECURITY ARCHITECTURE
- ✓ BUSINESS CONTINUITY PALN | DRP
- ✓ NETWORK ARCHITECTURE LAN | WAN | SAN| NAS
- ✓ TECHICAL | COMERCIAL PROPOSALS RFI |RFP | RFQ
- ✓ CYBERSECURITY | ETHICAL HACKING

## COURSES

- ✓ BUSINESS ORIENTED SALES
- ✓ EFFECTIVE SALES WORKSHOP ✓ SNIA
- ✓ ITIL 3.0
- ✓ IBM ARCHITECTURE
- ✓ CISCO WAN , LAN ,SDWAN
- ✓ ORACLE CLOUD
- ✓ PMO
- ✓ MICROSOFT SYSTEMS ENGINEER
- ✓ CCNA CISCO
- ✓ VMWARE | REDHAT | LINUX | SOLARIS
- ✓ DELL | HP | HITACHI| CISCO
- ✓ Ethical Hacking
- ✓ FORTINET

2019-2022

### Co-Founder | Head Commercial @ MANVAS

Responsible for supervising, managing and optimizing the operation of real estate properties, whether in the residential, commercial, industrial or investment sector | Coordinate repairs, renovations and improvements to maintain property values | Collect rent or maintenance fees and manage property-related accounts payable | Liaison between owners, tenants or buyers and the management company | Manage rental, purchase-sale or lease contracts |Negotiate contract terms with tenants, buyers or suppliers.

### KAM @ MEXIS

Responsible for the commercial strategy carrying out the management, development and consulting of key accounts | Maintain customer portfolio satisfaction, account profitability and coordination between different departments | Detect new business opportunities increasing sales by 60% |Increase in new logos by 40%

2018-2019

### Sr. Sales Consultant @ ORACLE

Presales responsible of Oracle's mission critical services for Retail (Liverpool, Sears, Palacio de Hierro) Telco & Media (America Mobil, Televisa, TVAzteca) Sector | Detect new business opportunities | Generation of technical proposals | support to the sales manager in closing contracts | Main achievements the renewal of the Liverpool Services contracts for an annual amount of 400K and Telcel for an amount of 600K respectively

2015-2018

### Solution Leader @ IBM

Responsible generation of technical proposals | Support to the commercial area of the north zone (MTY).

2014-2015

### Outsourcing and Sales Manager @ KIO NETWORKS

Responsible for the commercial strategy carrying out the management, development and consulting for Retail, Finance and Integrators | Detect new business opportunities by increasing sales by 50% of the Retail sector |Development of Cloud solutions (Private and Hybrid) for second-tier banking | Responsible for the response of RFP for the state and Federal Government .

2008-2014

## PERSONAL VALUES

- ✓ LOYAL
- ✓ RESPONSIBLE
- ✓ HONEST
- ✓ TOLERANT
- ✓ CREATIVE
- ✓ ENGAGED
- ✓ CERTAIN

## EXPERIENCE

- ✓ SALES PROCESSES
- ✓ DATA CENTERS
- ✓ CLOUD ENVIRONMENTS
- ✓ CIBERSECURITY
- ✓ DIGITAL TRANSFORMATION
- ✓ MANAGED SERVICES
- ✓ ADMINISTRATION
- ✓ GRAPHICAL DESIGN
- ✓ PRODUCTION AND POST PRODUCTION VIDEO
- ✓ RE-ENGINEERING OF PROCESSES
- ✓ COACHING

## CERTIFICATIONS

- ✓ FORTINET | NS1 NS2 (2022)
- ✓ MEXIS | VENTAS ESPECIALIZADAS (2019)
- ✓ ORACLE | OCM FOUNDATIONS (2018)
- ✓ ORACLE | DATA BASE FOUNDATIONS (2018)
- ✓ HITACHI | SNIA FOUNDATIONS (2011)
- ✓ IT INSTITUTE|PM TRICKS OF THE TRADE3 (2011)
- ✓ INSTITUTO DE ESPECIALIZACION | FINANZAS AVANZADAS (2008)
- ✓ KIO NETWORKS | ITIL FOUNDATIONS (2011)
- ✓ RADWARE | CONNECTIVITY SPECIALIST (2011)
- ✓ TELEFONICA | ADMINISTRACION PROYECTOS (2002)
- ✓ AKAMA | SALES MANAGER (2002)

## RECOGNITION

- ✓ ALESTRA | ALTO DESEMPEÑO (2023)
- ✓ KIO NETWORKS | LEALTAD Y DEDICACIÓN (2013)
- ✓ KIO NETWORKS | CONSAR (2010)
- ✓ ABITS | GENERACION DE CANALES (2003)
- ✓ INFOSEL | EXCELENCIA COMERCIAL (1999)
- ✓ COMPUSERVE | LIDER DE EQUIPO (1996)
- ✓ UVM | PARTICIPACION SEMANA DE TECNOLOGIA (1993)

2005-2008

2002-2005

2001-2002

### Latam Consulting and Presales Manager @ KIO NETWORKS

Head of the team responsible for coordinating and controlling the sales support team to develop architecture adapted to the customer's systems integration as well as the architecture of the business solution | Participation in the initiation, planning and support in the implementation of the projects developed in the area of pre-sales | Support and generation of architectures, proposals and solutions for business in Latin America | Achievements: Creation of a methodology of attention to sales | the proposals and services standardization, standardization of catalogues of products and services | creating a model of training for architects.

### KAM @ TOTVS

Competitive Customers & New Accounts. Responsible to identify new customers and responsible to identify recruit & develop new business partners to create a complete new ecosystem to increase market share | Main customers: Serpaprosa, Grupo Altex, Casa Saba, Iusacell, Price Shoes.. Grupo CIE. Bimbo..

### Sales Manager @ ABITS

Head of Sales responsible to create alliances, partnerships and ecosystems to generate new business opportunities and incremental monthly revenue | main achievements increase new logos by 70%, creation of a chain of distributors in GDL, consulting project for the Scanda Group ERP. | Main client accounts Price Shoes, Liz Minelli, Vicky Form. Massriv. Harlev Davison

### AKAMAI Country Manager @ TELEFONICA - DATA

Responsible for strategy for Akamai in México | Direct sales responsibility for Small & Medium customers and alternate channels sales | cross industry and cross customers | Also responsible to create business partners strategy. Main industry : Media (Televisa, TvAzteca, Canal 40) Newspapers (Universal, Hereraldo, Grupo Reforma)