

# Juan Manuel Piedras

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## SUMMARY

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Sales expert with 15+ years' global experience excelling in account management, profitability, and surpassing targets. Renowned for pioneering new markets, strategic networking, and innovative solutions. With more than five years of specialized expertise in the aviation sector, skilled in consultative sales, achieving a 12% lead-to-opportunity conversion rate. Notably generated \$6M USD in 2021 and \$2.5M USD in 2023 within the airline industry.

Renowned for meticulous attention to detail and a dedicated commitment to exceeding growth expectations. Skilled in forging robust networks and nurturing enduring relationships crucial to business success. Committed to driving profitability through strategic insights and adaptable approaches in dynamic markets.

## PROFESSIONAL EXPERIENCE

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### JOFRAUTO. Madrid, Spain

Apr 2022 – Present

*Industrial Aviation and GSE manufacturer*

#### International Sales Director

- Increased 22% annual global sales YoY, conversion rate of 8%, meaning \$2.5M in revenue first year.
- Forged partnerships with key players like Newrest, Dnata, and Emirates, driving substantial business expansion.
- Showcased factory adaptability at key industry events in the EMEA region, tailoring client solutions.
- Cultivated strategic NORTHAM partnerships, expanding market reach and amplifying company growth.
- Played a proactive role in global tenders, contributing significantly to competitive positioning.

### WE ARE EXAMS. Madrid, Spain

*EdTech B2B SaaS Start-Up selling solutions for online assessments*

#### Head of Growth and Partnerships

Apr 2022 – Mar 2024

- Consultatively sale of edtech solutions to universities, K-12, and HR firms, driving revenue growth.
- Achieved \$500k USD in revenue within first year through direct sales and strategic partnerships in NORTHAM.
- Negotiated and closed 5 strategic partnership agreements, resulting in a 9% increase in revenue the 2<sup>nd</sup> year.
- Increasing partnership revenue by 20% through effective cross-selling and upselling initiatives.
- Leading online and offline marketing campaigns, building sales team and network to drive business expansion.

### TECNOVE. Madrid, Spain

Jan 2019 – Apr 2022

*Industrial manufacturer with products sold in over 60 countries*

#### Global Sales Director. Aviation (Dec 2020 – Apr 2022)

- Led new sales team to achieve \$8.6M turnover (320% of target) during 2021, focusing in the NORTHAM region.
- Exceeded sales goals across multiple KPIs: customer acquisition, retention, and revenue growth.
- Developed and managed a portfolio of 10 key partnerships, driving a 25% growth in customer acquisition.
- Generated \$1 M in revenue through joint marketing campaigns and co-branded initiatives with strategic partners.

#### EMEA Sales Manager (Aug 2019 – Dec 2020)

- Achieved a 17% increase in B2B sales by targeting the Aviation and Railway sectors.
- Successfully managed customer segmentation, resulting in \$2M revenue during 2<sup>nd</sup> year (8% YOY growth).
- Secured global Key Accounts, including Qatar Airways, Gate Group, and the World Food Programme.
- Fostered customer loyalty through direct visits to Germany, France, Turkey, UAE, Qatar and Saudi Arabia

#### LATAM Sales Manager (Jan 2019 – Aug 2019)

- Achieved a 15% revenue increase and a 25% growth in the client database.
- Attained a turnover of \$750,000, surpassing the previous year's results by 22%.
- Incorporated customer insights into business plan, identifying buying trends, adding new products to portfolio.
- Traveled to Peru, Colombia, Chile, Cuba, Brazil, and the Dominican Republic to acquire new accounts.

**EF EDUCATION FIRST GROUP**

Jan 2014 – Dec 2018

**Hult International Business School. London, UK (Aug 2016 – Dec 2018)***Highly ranked FT Business School located in Boston, San Francisco, London and Dubai***EMEA Senior Sales Manager**

- Achieved \$1.6M revenue in B2C sales, driving a 20% sales increase first year and a 15% growth in indirect sales.
- Led a team of five, including Telesales and conversion, leveraging Salesforce skills.
- Managed pipeline funnel with customer segmentation, prioritizing high conversion leads.
- Implemented recruitment strategies, reducing time-to-fill by 30%, increasing qualified candidate pool by 25%.

**EF Languages. Madrid, Spain (Jan 2014 - Aug 2016)***International Company specialized in education and travel with approx. 50,000 employees.***Director of Operations**

- Led \$1.5M budget language school, achieving high customer satisfaction rating of 4.56 out of 5.00 and NPS of 65.
- Consolidated client base, achieving a 40% increase in the second year and managing a team of 20.
- Reduced payroll/benefits admin costs by 30% through negotiations with 25+ suppliers.
- Implemented B2B solutions to drive customer growth, targeting embassies and universities.

**KEYTRADE AG. Madrid, Spain**

Aug 2010 - Aug 2012

*Multinational trading company with offices globally***Iberia Sales Director**

- Successfully launched and managed a new Iberia division, acquiring 150+ clients and handling over 200,000 tons of commodities. Led a 15-person team in sales and logistics, overseeing daily operations and CRM.
- Achieved a 200% increase in client portfolio during second year, generating \$32M in revenue and growing by 30%.
- Established the firm as the 3rd largest importer with a significant 16.7% market share.
- Executed a strategic marketing plan with a \$100k/year budget, resulting in the creation of new sales channels.

**NOATUM MARITIME. Madrid, Spain**

Jan 2009 - Aug 2010

*European shipping group with 900 employees covering the Mediterranean Sea.***International Business Development Manager**

- Managed international cargo projects for engineering firms and the O&G industry.
- Successfully secured an \$8M 5-year contract, encompassing over 15 services and recruiting over 200 personnel.
- Achieved a consistent 8% cost reduction by establishing a comprehensive database of suppliers, boosting profits.
- Oversaw energy projects across EMEA and LATAM, delivering a revenue of \$4M within a two-year timeframe.

**PORTSUR. Castellon, Spain**

Aug 2006 - Jan 2009

*Dry bulk terminal in Mediterranean Sea with 250k tons of product traffic on a regular basis.***Operations Manager**

- Acquired \$10M worth of essential equipment, including harbor cranes, conveyor belts, and loaders.
- Efficiently planned and controlled port operations, effectively managing a team of up to 30 individuals.

**EDUCATION**

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**Master of Business Administration (MBA), August 2013**HULT INTERNATIONAL BUSINESS SCHOOL. Boston (MA), USA**Master in Maritime Transport, June 2005**TECHNISCHE UNIVERSITÄT. Berlin, Germany**Master's degree in marine engineering, September 2004**UNIVERSIDAD POLITECNICA DE MADRID. Madrid, Spain**ADDITIONAL INFO**

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**Languages:** Fluent in English and Spanish, recovering German**Technologies:** Pipedrive, Hubspot, Salesforce, SAP, Microsoft Office Suite, Google apps, Canva #1 fan**Volunteering:** European Career Fair by MIT. President of Airliners MBA club. Padel trainer for 25+ years**Interests:** US sports, golf, spending time with my kids, Jason Bourne books, and flying long hours