



Contact

Phone

l. (341) 2101725

Email

sebastianmsuarez@hotmail.com

Location

Rosario, Santa Fe

Nationality

Argentinean + Canadian

Education

2015

Certified Business and Personal Coach

ECID

2010

Graduate Degree in HR Management

University of Rosario

2007

Master in Public Administration

Focus on Consulting and International Administration , ENÁP

2000

Bachelor Degree in Marketing

UAI

Skills

- **Communicator:** Great at creating information flows both ways
- **Diplomatic:** Handle sensitive information and relationships with care
- **Solid planner:** Staying organized, and working well with a team

Languages

Spanish: Native

English: Expert

French: Expert

Italian: Basic

Sebastián M. Suarez

BD/OUTBOUND/LEAD GEN./CLAY/APOLLO/INSTANTLY/HUBSPOT

Argentine-Canadian professional with extensive international experience and a strong background in HR Tech and business development. Currently leading outbound and lead generation strategies at Seeds, a talent-as-a-service platform. Specialized in building and scaling prospecting workflows with advanced tools such as Clay (Clay 101 and Clay AI Skills approved), Instantly, Apollo, and HubSpot.

Experience

Seeds | Buenos Aires, Argentina

Business Development & Outbound

Aug 2024 – Present

Lead business development efforts with enterprise clients across LatAm, focusing on HR, Tech & Operations leaders.

Drive outreach campaigns to engage senior decision-makers, using multi-channel strategies (LinkedIn, email, Navigator).

Collaborate with account managers to identify upsell and cross-sell opportunities in existing accounts.

Leverage AI-powered tools (Clay, Apollo, Hubspot) to streamline prospecting, personalization, and pipeline growth.

2022 - 2024

Synapse International | Los Angeles, USA

Sr. Business Development Manager

Recently promoted. My responsibilities include:

- Generate leads for tech companies (Blockchain, AI, SaaS, FinTech, and Cloud)
- Utilize outreach.io for efficient communication with potential leads
- Manage multiple channels to engage and nurture leads (Hubspot)
- Enhance email credibility for high open and response rates
- Manage 70+ mailboxes, sending 80k+ outbound emails daily
- Tools: Apollo, Outreach, Hubspot, G-Suite, automations

2021 - 2022

Talent & Value | Catalunya, Spain

Business Development Manager

- Build and grow client portfolio by identifying organizations with recruitment needs
- Own and manage end-to-end sales process, focusing on new business and meeting performance metrics
- Enhance internal processes and procedures for effective business development
- Lead sales pipeline maintenance
- Identify growth areas, competitor spend, and win new business through market mapping
- Develop client networks and target key relationships

2015 - 2021

RecRight (SaaS) | Remote

Business Development Manager Latin America (Remote)

I was responsible for sales and business development of our innovative video interviewing tool that significantly reduced recruitment times. I generated leads through various channels and established relationships with potential partners. I researched new business opportunities and market trends, collaborating cross-functionally to ensure partner growth. I created persuasive presentations, fostered customer relationships, and effectively addressed their needs.