

SERGIO MARCELO ARNEZ VELÁSQUEZ

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Sales & Revenue Operations | GTM Strategy Leader

Result-driven and multicultural **Sales & Revenue Operations Manager (B2B)** with over 15 years of experience in Technology, Fintech, e-commerce and hospitality sector across Latin America (LATAM). Expert in **GTM strategy, revenue operations, sales optimization and cross-functional leadership**, with proven impact in driving predictable revenue growth and building scalable GTM engines. Recognized for **hiring, coaching, and developing multifunctional teams** in **Sales & Operations** departments and excelling at building enduring relationships with prospects and existing customers. Possess **strong negotiation skills and a strategic sales vision** to position companies for rapid growth and profitability. **Fluent in Spanish, English and Portuguese.**

Key Skills include:

- Revenue Operations Management
- Go to Market (GTM) Strategy
- Forecasting & Reporting.
- Territory Design
- Process Optimization
- Cross-Functional Leadership
- Strategic Planning
- Data Analytics
- Enablement

Tools: Salesforce, HubSpot, Clay, Outreach, Apollo, ZoomInfo, Tableau, DataStudio, Gong., Artisan

PROFESSIONAL EXPERIENCE

GTM Strategy Manager | Paystand (Mexico)

Jul 2025 - present

Managing a team of 3 RevOps executives

- Led **CRM architecture redesign** and GTM systems integration (HubSpot, Salesforce, Clay, Outreach) to create a unified revenue engine.
- Executed **capacity planning, segmentation, and quota setting** aligned to company growth goals.
- Delivered **weekly forecasts and pipeline health analysis** for executive leadership.
- Implemented onboarding and lead workflows, improving **rep productivity and cycle predictability**.
- Built GTM planning models optimizing **coverage, territory equity, and headcount allocation**.
- Established rules of engagement across Sales, Marketing, and Finance, reducing friction.

Senior Data Analyst & Revenue Operations | Paystand (Mexico)

Nov 2023 – Jul 2025

- **Revenue Management & Sales Optimization:** Built RevOps, Outbound Sales, and Sales Playbooks, implementing automation, data enrichment, lead scoring and process improvements to boost efficiency, pipeline performance, and revenue predictability.
- **ETL Automation & Data Integrity:** Led Clay for ETL automation, enriching 47,000+ records, improving lead quality, and adding 14,000+ call-ready contacts from 6,000+ companies.
- **Sales & SDR Performance:** Integrated Outreach, scaling weekly call volume by 60%, boosting SQL conversion 4.5x, and saving 700+ work hours via 20x faster lead processing.
- **Customer Success Growth:** Audited 100% of CS accounts, uncovering upsell opportunities for 234 out of 495 accounts and aligning renewal processes to drive retention and revenue.
- **Event Optimization:** Streamlined event data tracking and follow-ups, reducing response time from 2+ weeks to 2 days, increasing SQL-H to SAL conversions.

Sales Manager (Market Team Manager) | Booking.com (Mexico)

Sept 2016 – Nov 2023

Direct Reports: 10 Senior Account Managers/Executives

- Drove **US\$2.5M quarterly revenue growth** and **7% market share increase**. **Reduced SLAs from 7 to 3 days** through cross-functional collaboration.
- Achieved **30% QoQ revenue growth** for six consecutive years.
- Acquired 400+ new accounts in 2018 through structured GTM execution.
- Trained 50+ sales reps across LATAM, strengthening sales enablement.
- Achieve 25% YoY revenue expansion for high value accounts.

Key Projects

- Implemented Tableau reporting, driving +8% channel revenue.
- Standardized CRM processes, increasing conversion by 20%.
- Led LATAM marketing strategies, boosting organic leads by 12% per quarter.

Business Development Consultant | Sculptology - (United States)

Dec 2015 – Sept 2016

- Develop **pricing strategy** and data-driven market analysis to **build Ideal Customer Profile (ICP)**.
- Build marketing collateral to **messaging and ICP acquisition**.
- Build **core HubSpot workflows**: Sales Methodology, Field Mappings, Email sequences.

Sales & Business Development Manager LATAM | SunGard Financial Systems (today FIS) - (Mexico)

Direct Reports: 8 Account Managers.

March 2014 – Oct 2015

- Expanded operations in Brazil, Mexico and Colombia.
- Scaled the sales team from 10 to 55 members in two years..
- Grew client base by 40% and generated \$7M pipeline.
- Closed enterprise contracts worth \$1M+ annually.
- Event Management with 250+ C-level attendees. Led to +\$2M pipeline increase.

Regional Finance and Information Systems Coordinator LATAM | SOS Children ´s Villages (NGO)

Direct Reports: 20 financial & accounting advisors

May 2012 – March 2014

- **Managed \$20M budget** across 10 countries, **reducing operational costs by 15%**.
- **Built regional audit & analysis platforms** to support executive decision-making.
- **Developed training plans** for key stakeholders.

Business Process Management Consultant

Banco Mercantil Santa Cruz - (Bolivia)

March 2012 – May 2012

Business Development Executive LATAM

SunGard Financial Systems (today FIS Global) - (United Kingdom – Brazil)

August 2010 – Jan 2012

Project Consultant: Business Development

Piemontech - (Italy)

March 2012 – July 2010

EDUCATION

- **Clay Bootcamp** - In course
- **Strategic Management and Innovation Specialization** - Copenhagen Business School - In course
- **Google Data Analytics & Professional Certificate** - April 2024
- **Diploma in Sales Management and Strategic Marketing**, IDESAA Business School – Mexico -2016
- **Double Masters Degrees** – MBA: Master in International and European Business, ESCP-EUROPE – Italy - 2010
- **Bachelor Degree**: Financial Management (Excellency scholarship). ITESM Monterrey Campus – Mexico – 2009
- **Languages**: Spanish – Native Speaker, English – Fluent, Portuguese – Fluent, Italian – Intermediate.