

CARLOS ROLDAN CASAJUST



+34 669490329



croldan@singulartech.io



[linkedin.com/in/carlosrc](https://www.linkedin.com/in/carlosrc)



ENG, ESP, CAT

Results-driven Sales & consultancy professional with extensive experience in business development, sales strategy, and account management. Successfully expanded markets, drive revenue growth, and managed high-value accounts. Adept at leading teams, implementing data-driven strategies, and delivering consultative solutions to meet clients' digital transformation needs. Recognized for strong leadership, customer focus, and the ability to thrive in dynamic environments.

EXPERIENCE

SingularTech – RevOps Agency Owner

June 2021 – current Barcelona

- Certified partner for Salesforce, HubSpot, Spendesk, RingOver and more.
- Defined vision and B2B strategy for the marketing, sales and service department digital transformation
- Created from scratch portfolio of SMB (clients from 10-300 employees and 5-100M of revenue) particularly in tech and industrial space.
- Applied consultative approach to help directors CSO, CMO and CTO with their digital transformation needs
- Led implementation of the software and conducted trainings until completed and certified successful onboarding

FedEx – Account Executive

Sept 2016 – May 2021 Barcelona

- Manage the client portfolio of the most important accounts of North Catalonia, accomplishing 42% of growth
- Close sales of new business opportunities and upsell our current customers finding expansion opportunities and blockers
- Consultative approach, developing an understanding of the customer business and giving recommendations about optimization and profitability.
- 80% of portfolio of SMB and 20% on Enterprise customers
- Managing deals between 15-300K

P&G – Business Development Specialist

Sept 2013 – April 2016 Barcelona

- Developed the Dermatologist portfolio in the north-east area of Spain and maintained the relationship with each one in order to increase the sales.
- Owned five product lines and successfully launched and introduced the innovative Wella Innosense line.

Biodescon – Business Developer

Jan 2012 – June 2013 Barcelona

- Executed go-to-market strategies for different products and opened market for Healthcare and QA Devices
- Contacted similar business to create collaboration strategies to access to new markets.

Novartis Oncology – Brand Manager

Feb 2010 – Dec 2011 Barcelona

- Developed business plan and go to market strategy for the product Tasigna managing the relationship with the different stakeholders and with an annual budget of 5M.

MOST PROUD OF

- ✓ Keeping a friendly relationship with my customers even finished a position in a company
- ✓ Changed several times of the area of knowledge and have been successful in each one
- ✓ Created and successfully developed my own business
- ✓ Creating good work environment and being someone reliable on my team.
- ✓ Received the Best attitude price on FedEx and managed the area with the best results on '19

STRENGTHS (personal and professional/technical)

- | | |
|--|---|
| <ul style="list-style-type: none">• Collaboration• Flexibility• Strategic thinking• Impact• Tenacity• People development• Leadership• EQ• Communication• Problem Solving• Passion• Hands-on | <ul style="list-style-type: none">• Pharma, logistics & Tech• CRM and communications• Sales Strategy• Account development• Prioritization• Data driven decisions• Customer Service• Automation and analytics• Start-up & Corporate• International sales• Blockchain certification |
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EDUCATION

ESADE – BUSINESS SCHOOL

2019 B2B Management Program
2018 Advanced Marketing Strategy
2017 Negotiation Skill Development

FEDEX UNIVERSITY

2018 – 2019 Quality Driven Management

UNIVERSITY OF BARCELONA

2010-2012 Msc in Business Administration

UNIVERSITAT AUTONOMA DE BARCELONA

2006-2010 Bsc Biotechnology