

Jacobo Salmerón Romero

Sales Manager / Mechanical Engineer

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Madrid, Spain



PROFILE

Sales professional with a background in Mechanical Engineering and specialized training in sales at IE Madrid. Experienced in working with diverse clients and driving business growth across multiple industries. Currently focused on enterprise sales in cybersecurity and advanced networking, managing complex deals and developing new business opportunities.

WORK EXPERIENCE

International Sales Manager - Teldat S.A

September 2025-Present Madrid, Spain

- Develop and expand business in new international markets such as Poland, Norway, and the UK.
- Identify and pursue opportunities in regions where the company is establishing its presence.
- Represent the company at international events, trade shows, and client meetings.
- Travel regularly to build partnerships and develop market presence.
- Manage the full sales cycle, from prospecting to closing, in international environments.

Key Account Manager (Iberia Customer and Channel) - Teldat S.A

- Managing key accounts across the Iberian territory (Spain), focusing on both end customers and channel partners.
- Sales of IoT, Advanced Networking, and Cybersecurity solutions to large enterprise clients.
- Strong focus on new business acquisition and strategic account growth.
- Complex sales cycles and projects ranging from €50K to €1M+.
- Built and maintained long-term relationships with key stakeholders, aligning solutions with business needs.

Sales Development Representative (Closer) - 4Ventures

May 2025 Madrid, Spain

- SDR Closer at a sales and marketing consultancy with a startup mindset and agile structure.
 - Managing 3 client accounts, executing and optimizing their B2C sales funnels as an external sales partner.
 - Lead specific stages of the sales funnel. Prospecting, qualification, or closing; depending on each client's needs and goals.
 - Handle 100+ leads daily, ensuring timely follow-up, qualification, and conversion.
 - Act as a key point of contact for clients, maintaining strong and proactive B2B relationships.
- Collaborate closely with internal teams to ensure campaign performance and client satisfaction.
- Contribute to the continuous improvement of sales strategies and adapt quickly to different industries and target audiences.

Ecommerce Store Developer and Manager

2024 - 2025 Madrid, Spain (Remote)

- Building profitable online stores boosting conversion, using UI friendly designs, optimising SEO Implementing automation systems (Logistics, email marketing...)
- Social Media Marketing, Google Ads and Facebook Ads.
- Content Creation, Social Media Management and analysis.
- Use of professional tools such as Google Analytics, Creator Search Insights, Google Search Console

EDUCATION

Sales and Business Development- ie Business School

2025 Madrid, Spain

- Scalable business model design, sales and operations optimization, and automation for growth.
- Development of go-to-market strategies, market segmentation, and value proposition refinement. High-performance sales team design, CRM-based pipeline management, forecasting, and performance analysis.
- Advanced sales skills: complex deal negotiation, storytelling, and emotional intelligence.
- Innovation in sales through market intelligence, data analytics, and adoption of AI and automation tools.
- Strategic planning and competitive analysis to support sustainable business growth.

Bachelor's Mechanical Engineering - University of Brighton

2020-2024 Brighton, UK

Key Modules:

Materials & Manufacturing Processes · Dynamics & Control · Fluid Mechanics · Heat Transfer · CAD & Modelling · Systems Analysis · Numerical Modelling & Simulations · Project & Strategic Management · Renewable Technologies

Highlighted Projects & Applications

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- **Renewable Energy Project:** Designed and analysed sustainable upgrades for a warehouse using RETScreen, MATLAB, and ProjectLibre. Focused on heating system improvements and solar panel installation, applying theoretical knowledge to real-world sustainability challenges.
- **Wind Turbine Optimization:** Used MATLAB to simulate and program turbine rotation for improved energy efficiency in dynamic systems.
- **CFD Analysis of HVAC System:** Conducted a full Computational Fluid Dynamics (CFD) study with ANSYS to optimize the airflow and energy efficiency of an office HVAC system. Improved system performance through simulation-driven design modifications.
- **Final Year Project:** Focused on HVAC optimization through CFD analysis, integrating engineering principles with practical energy efficiency goals.

LANGUAGES

English | Fluent | C1 - Cambridge Advanced Certificate

Spanish | Native

French | Intermediate | A level Certificate

SKILLS

SolidWorks	MS Office	Strategic Planning	Sales Management	Strategic Planning
Project Management	ANSYS	Adaptability	Business Development	Adaptability
Critical Thinking	Numerical Analysis	Teamwork	Strategic Planning	Commercial Strategy & Innovation