

# CHRISTIAN CORTES

Director of Operations | Revenue Growth | Go-To-Market Strategy | Team Leadership

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## Summary

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**Sales, Business Development & Operations Executive** with 10+ years driving revenue growth and strategic market expansion across renewable energy infrastructure, wastewater, SaaS, fintech, healthcare, medical devices, and legal services. Proven track record of leading complex, multi-stakeholder commercial deals, building high-performing teams, and scaling predictable pipeline engines in both emerging and established markets – backed by executive-level operations experience reporting directly to the C-suite, owning budgets, cross-functional teams, and the day-to-day execution that turns strategy into measurable results.

## EXPERIENCE

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### Empire Medical Training

Miami, FL

#### Director Of Operations

2026 - Present

- Direct full-cycle business operations for a national medical training and education company generating \$16M in annual revenue.
- Lead and develop a team of 30+ direct reports and 70+ contractors, delivering data-driven coaching and mentorship that maximizes individual and team performance.
- Orchestrate 130+ seminars and workshops annually across 30+ U.S. cities built on key national partnerships and aggressive market expansion while securing \$600K+ in annual sponsorships.
- Negotiate venue, hotel, and AV contracts for events with budgets up to \$500K, overseeing all logistics across products, supplies, and labor while driving attendance and engagement.
- Oversee strategic initiatives and operations across multiple affiliate companies (AAOPM, IllariSkin, IllariThreads).
- Cultivate and manage critical external relationships spanning vendors, suppliers, and financial institutions.
- Partner with HR to recruit talent and lead training programs across all departments.
- Broker relationships with top keynote speakers and C-suite executives from partner vendors at major industry tradeshows.
- Develop new products and services that expand the company's portfolio and strengthen market competitiveness.
- Forecast and manage budgets across four distinct companies, ensuring financial efficiency and alignment with business objectives.

### The Cold Life Plunge

Miami, FL

#### Director Of Sales

2022 - 2026

- Generated \$6 million in revenue within 12 months through self-sourced sales.
- Led a national sales team that produced \$10 million in total revenue over the same period.
- Built and trained a high-performing sales force from the ground up, focusing on consultative selling and premium client experiences.
- Opened new markets by launching partnerships with fitness centers, recovery clinics, and professional athletes.
- Implemented a scalable CRM system and pipeline process that reduced sales cycles and improved close rates.
- Positioned Cold Life as a premium, American-made alternative to competitors like Renu, Plunge, and Bradford.
- Our mission at Cold Life is to redefine cold therapy through best-in-class durability, design, and results—helping athletes, entrepreneurs, and wellness seekers recover stronger and live colder.
- Develop and scale the B2B/commercial channel – selling into gyms, recovery studios, med spas, hotels, and wellness centers growing the installed base to 150+ business locations.
- Establish wholesale and retail distribution partnerships to expand reach beyond DTC and open new revenue streams.
- Structure financing and bundle offers to raise average order value and reduce friction on premium-priced purchases.

### The Walsh Construction Group

Chicago, United States (Remote)

#### Aviation Project Superintendent - Lead Field Operations

2020 - 2022

- Led all on-site field operations for aviation construction projects spanning airfield, runway, taxiway, terminal, and hangar work, keeping execution on schedule and on budget.
- Directed daily coordination of subcontractors, crews, equipment, and material deliveries to maintain project momentum against tight timelines.
- Served as primary on-site point of contact for project managers, owners, engineers, inspectors, and airport authorities.
- Enforced FAA, OSHA, and airport security requirements while managing work in and around active airfields, runway safety areas, and secured zones.
- Led daily safety briefings and maintained a strong field safety record across large crews and multiple subcontractors.
- Managed field quality control, verifying conformance to plans, specifications, and aviation standards.
- Coordinated phasing and sequencing during night and weekend windows to minimize disruption to active airport operations.
- Oversaw site logistics including access control, staging, and coordination with airport operations and air traffic constraints.

## Experience

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### Salarly Fin-Tech

Miami, FL/São Paulo, Brasil

#### Senior Operations Analyst

2019 - 2020

- Launched and scaled a fintech lending operation providing payroll-linked loans to nurses and healthcare workers, building the function from the ground up into a \$10M+ loan portfolio.
- Designed and ran the end-to-end origination and servicing workflow – application, payroll and employment verification, underwriting, funding, and automatic paycheck repayment.
- Drove borrower acquisition to 5,000+ healthcare workers through digital channels, association partnerships, and on-the-ground events.
- Forged strategic partnerships with state nursing associations and healthcare employers to unlock trusted, low-cost acquisition channels and enable payroll integration.
- Integrated payroll-verification technology to confirm real-time income and employment, cutting approval times to minutes while reducing fraud and default risk.
- Maintained strong portfolio performance with default rates below 5% by tying repayment to payroll and underwriting on income stability instead of credit score alone.
- Positioned the product as a transparent, fair-rate alternative to predatory payday lending – no hidden fees – strengthening brand trust and retention among frontline healthcare workers.
- Hired, developed, and led a cross-functional team spanning operations, lending, customer support, and growth.
- Established compliance and lending-policy guardrails to meet consumer-lending regulations across multiple states.
- Owned core KPIs – origination volume, approval rate, default rate, customer acquisition cost, and repeat-borrow rate – reporting performance and forecasts to leadership and investors.

### Claro Life & Health Insurance

Miami, FL

#### Sales And Marketing Manager

2018 - 2019

- Led market expansion initiatives across traditional Medicare and Medicare Advantage, accelerating physician adoption of value-based care models through Premier MD ACO and MSO programs.
- Built and executed growth strategies to onboard independent physician groups, driving increased participation in ACO and managed-care arrangements.
- Partnered with executive leadership to design scalable provider engagement frameworks that improved care coordination, cost performance, and quality outcomes.
- Developed physician-facing value propositions and financial models highlighting shared savings, upside potential, and operational support.
- Collaborated with clinical, operations, and technology teams to streamline provider onboarding and improve data-driven performance tracking.
- Established strategic relationships with healthcare stakeholders to expand referral networks and strengthen regional market presence.
- Analyzed performance metrics and market trends to identify growth opportunities, optimize contracting strategies, and support long-term revenue sustainability.

### Stryker

Michigan City, United States

#### Medical Device Sales Representative/Territory Sales Manager

2014 - 2018

- Managed a defined sales territory, driving consistent revenue growth through relationship-based selling with surgeons, physicians, and hospital stakeholders.
- Promoted orthopedic / medical device solutions in clinical and procedural settings, supporting product adoption and utilization.
- Built and maintained strong relationships with surgeons, OR staff, and hospital administrators to expand account penetration.
- Supported cases and procedures, ensuring proper product selection, setup, and usage in compliance with company standards.
- Executed strategic territory plans, prioritizing high-value accounts and growth opportunities.
- Collaborated with cross-functional teams including clinical specialists, marketing, and leadership to drive territory performance.
- Tracked pipeline activity, account engagement, and sales performance using CRM tools.

## Languages

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English Proficient

Spanish Proficient

Portuguese Intermediate

## Certifications

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United States Navy — Aviation Mechanic

Health & Life 2-15 License (Including Annuities & Variable Contracts)

Licensed States — Active License in 32 states

Project Management CERTIFICATION — University of Miami 2026 Completion

AHIP Certification — Medicare Certification 2025

## TOOLS/ TECHNOLOGY

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### Proficiencies:

Salesforce · HubSpot · DialPad · Just Call · Mailchimp · Power BI · Microsoft BI · Visual Studio · SSIS · SSRS · Microsoft Office · Sandbox · Argyle · Microsoft Dynamics · Pipedrive · Claude Code · Adobe Photoshop