MIGUEL ZARZAR, MBA

Business Development & Channel Leader | B2B Technology | Latin American Markets

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PROFESSIONAL SUMMARY

Native Spanish-speaking business development leader with 20+ years growing B2B technology and services revenue across Latin America from Chile, Peru, Colombia and Florida (US). Expanded a home-improvement software company from 2 to 7 Latin American countries with double-digit annual growth, ran a 200-person, three-country technology operation, and most recently built the commercial foundation — partnership case, pricing, value proposition and pipeline — for a pre-launch B2B platform serving building materials manufacturers. Combines an electrical engineering background with an MBA to sell complex solutions to C-level buyers in Latin America and turn strategy into programs teams can execute.

CORE COMPETENCIES

Growth: Business Development • Strategic Partnerships • New Market Entry (LATAM) • Key Account Management • Enterprise & C-Level Sales in Latin America • MEDDPICC

Commercial: Pricing & Packaging • Value Proposition Design • Target Account Mapping & Outbound Campaigns • Channel & D2C Programs • Sales Enablement • Go-to-Market

Leadership: Strategic Planning • P&L and Budget Management • Multi-Country Operations • Team Building • Process Improvement

Product & Tools: Product Ownership & QA • Agile (Shape Up/Scrum) • CRM • Basecamp • Figma • Miro • AI tools (Claude)

Languages: Spanish (native) • English (professional working proficiency)

PROFESSIONAL EXPERIENCE

YELLOWHAT TECHNOLOGY **Jan 2025 – Present**

Business Development Director / Project Lead

Pre-launch startup developing business-model, channel and D2C programs for building materials manufacturers

- Built the company's commercial foundation alongside the founder/CEO — partnership case, pricing, value proposition, target market and sales assets — while leading the programs and content workstreams.
- **Enterprise partnership proposal (big-box retailer):** researched its Pro business, market size and financials, then wrote the business case, partnership proposal and executive deck for an integration with the Pro ecosystem — revenue model (recurring services fee plus transaction revenue), phased roadmap and meeting strategy.
- **Market mapping & pipeline:** built and cleaned a target database of **1,200+ North American building-materials and home-improvement companies** from trade-show exhibitor directories and ZoomInfo, prioritized **key target accounts by revenue**, and ran the outbound campaign lists and trade-show lead follow-up in the CRM.
- **Pricing & positioning:** defined the three-tier subscription packaging (Core / Enhanced / Premium), the value propositions and sales arguments for manufacturers, a D2C revenue architecture and a free-entry acquisition strategy for the consumer marketplace.
- **Sales assets:** produced the trade-show pitch deck, executive presentations, prospect-specific executive summaries and program sales presentations.
- **Program portfolio:** created the program catalog for manufacturers with a three-level content architecture (public, subscriber, internal master), produced the program documentation suite, and built the flagship program template — master document, subscription agreement, enrollment form, decks and script — used as the benchmark for the rest.
- **Content & enablement:** set the script standards and delivery checklist and shipped **animated program videos**; wrote manufacturer and dealer training manuals, voice-over scripts and product-demo videos.
- **Platform & process:** authored the approved Learn module MVP framework, mapped manufacturer, dealer and contractor onboarding flows, designed an AI-orchestrated change-governance pipeline, and ran sprint planning and weekly executive status reviews.

CENTAH INC. (a Financeit company) — Fort Lauderdale, FL **Dec 2016 – Feb 2024**

Business Development Manager, Latin America

Software and services for the home improvement industry

- **Expanded operations from 2 to 7 countries** (Chile, Colombia, Peru, Mexico, Brazil, Argentina, Uruguay), overseeing all company activity in the region.
- **Grew regional revenue three years running** — +25% (2017), +19% (2018), +16% (2019) — and closed **103% of goal in 2021**, meeting targets again in 2023.
- **Managed the Sodimac key account** — one of Latin America's largest home improvement retailers — a **$720K+ annual account**, delivered on target each year.
- Led implementation of the Centah software platform and service deployment across the region; conducted market research to prioritize new markets.

TELECTRONIC — Chile, Peru & Colombia **2008 – 2015**

General Manager, Chile, Peru & Colombia (2012 – 2015) • General Manager, Peru (2008 – 2012)

Contact center solutions and technology integrator

- Led regional operations with **200+ staff** across three countries and a **$15M+ budget**, integrating cloud, SaaS, contact center, voice and data solutions.
- Grew the Peru business to **$8M+ in annual sales**, beating sales goals by **18%** and profit goals by **23%**; managed a team of 70+ professionals.
- Introduced performance evaluations, new customer-care technologies and workflow optimizations that reduced operating costs.

MOVISTAR EMPRESAS / COMPAÑÍA TELEFÓNICA DE CHILE (CTC) **Earlier career**

Sales Manager • Business Manager • Commercial Business Manager

- Achieved **108.4% of the 2007 annual sales budget** and grew revenue **6%** in a highly competitive market by adding value-added solutions and building relationships with multiple decision-makers.
- Raised sales productivity **9%** and customer satisfaction **13%** (102.1% of goal) through key-account focus, a segmented service model and on-site coaching.
- Cut delinquency **18%** across two roles and reduced operating expenses **14%** by redesigning collections and indirect-cost processes.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA) — Pontifical Catholic University of Peru (PUCP)

B.S. in Electrical Engineering, Telecommunications — University of Chile

B.S. in Management — Adolfo Ibáñez University, Chile

Associate Degree in Marketing — University of Chile

Certificate: The Rise of Generative AI and What It Means for Business (2024)