



Information technology and telecommunications market. Direct marketing, negotiation, customer service, contract law. Finance, digital marketing, social media. Multicultural international markets, business development, and sales management. Channel distribution model development and strategic positioning.

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Profile:

I am a business executive with a focus on the commercial area, capable of developing business plans, positioning products, and managing sales to exceed sales targets and market share. I am empathetic and honest, enjoy dynamic work, and take on challenges with responsibility and commitment.

Objective:

To be a commercial director in a company that needs leadership in product development, positioning, sales, key account management, and the implementation of strategies to exceed sales targets and market share.

Academic Education.

Master's Degree in Psychoanalytic Psychotherapy, ELEIA, 2017-2020.

Bachelor's Degree in Business Administration, La Salle University, 1988-1993.

Diploma in Business Management and Development, ITAM, 2002.

Advanced Channels Diploma, e-Channels, Channel Corp, 2000.

Courses and Diplomas:

Corporate Law, ITAM, 2004.

Project Management Professional, PMP Institute, 2004.

Software: Office. Data Warehousing, Business Intelligence, Network Computing Architecture, E-Commerce, m-Business, SaaS, Cloud.

Languages: Spanish - English.

Work history..

2020 – 2022. **Channel Director.** Motorola Solutions.

Responsible for sales to enterprise and commercial markets, leader of the sales team, management of 3 wholesalers and 400 channels with a team of 5 executives, build and execute commercial strategies for different product categories.

Achievements: increased YOY sales by 25%, consolidated Motorola as a leader in the sector by exceeding market share by 14% in the first year.

2018 – 2020. **Channel Director for Mexico and the Caribbean.** Rosetta Stone.

Responsible for commercial operation in Mexico and the Caribbean, doubled the number of channels through partner recruitment focused on selling SaaS. **Achievements:** increased YOY revenue by 103%, increased the growth of the largest accounts in Latin America by 50%.

2015 - 2017. **Channel Alliance Manager.** SAS Institute.

Responsible at SAS for Global and regional Alliances such as Deloitte, EY, Accenture, Indra, Capgemini, Sonda, Intellego, Kio Networks, among others. **Achievements:** increased annual sales by 170% in 2016 and 200% in 2017, expanded the customer base by 40% through global alliances.

2014 – 2015. **Corporate Manager of Distribution Channels and Marketing for Mexico and Latin America.** ATIO GROUP.

Responsible for sales and marketing strategy for four companies within the group: ATIO, ATIO HARDWARE, ATIO INC. and ATIO CLOUD SERVICES. **Achievements:** exceeded annual sales quota through Distribution Channels in 2014, achieving 175% in hardware and 132% in software. Innovated in social media positioning strategy and marketing plan, which increased the visibility of the company's business image. Supported in the consolidation of relationships with important associations such as gas companies, national airports, and PEMEX.

2011 – 2014. **Channel Manager.** RISO de México.

Responsible for leading the sale through Distribution Channels of RISO products in the corporate segment, with national level responsibility. **Achievements:** achieved better positioning and approach to new customers, thanks to the introduction of high-speed technology to distributors focused on Managed Printing Services. Also grew the portfolio of partners for high-speed printing by 50%.

2008 – 2011. **Liebert Channel Manager.** Maquinaria IGSA.

Responsible for efforts to reach the SME, Corporate and Government markets through third parties. My responsibility included a quota of 3 million dollars in Liebert products, which included UPS and Precision Airl. **Achievements:** recruited 3 new Wholesalers that generated 20% incremental business and volume in low-capacity UPS. In addition, I innovated the commercial strategy with existing Wholesalers such as Anixter and DICE, which allowed the company to integrate into a new market. Established support and recruitment processes for new EBP (Enterprise Business Partners) for Data Centers in the interior of the republic, which contributed to 20% of new sales. Personally participated in some direct sales for high-level relationship and project closure, such as the second phase of KIO Networks (sister company of IGSA). Also collaborated in positioning the company as a leader in the market, representing the company in print and radio media.

2005 – 2008. **Corporate Channel Manager.** Lexmark International Inc.

Responsible for leading commercial efforts for the corporate and government market, focusing on laser products through direct channels. **Achievements:** During my time in this position, I achieved some notable achievements, including quadrupling sales in 2005 compared to the previous year. In addition, I increased channel participation in the company's sales to 92% in 2006, with sales exceeding \$20 million, which was recognized by the sales growth and market expansion in the Latin American region.

Other Positions Held:

2002 - 2005. **Commercial Manager** and Owner. Integra Software.

1999 - 2002. **Channel Manager and Business Development.** Progress Software México.

1997 - 1998. **Communications and Alliances Manager.** Oracle México.

1992 - 1997. **Brand Manager.** IBM México.