

# ALFONSO MIGUELDEPRIEGO

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## SALES STRATEGY | BUSINESS DEVELOPMENT | CUSTOMER SUCCESS

### *Keen Interest in Technical and Cloud Solution Sales Opportunities*

Revenue-builder and multifaceted sales professional with 15+ years of proven success in sales operations and business development at various industries, including bank services, wholesale, and real estate. Equipped with an exceptional work ethic and business acumen to identify and deliver the best customer experience and stakeholder needs. A multilingual communicator and negotiator with extensive experience of interacting with diverse individuals, striving for continuous improvement to enhance competencies.

## CORE COMPETENCIES

Sales Operations | Brand Strategy | Product Marketing | Advertising & Promotion | Business Growth & Success  
Project Development | Client & Vendor Relations | Salesforce Sales Cloud | Contract Negotiation & Closing  
C – Level Sales Skills | Key Stakeholder Engagement | Market Research & Strategic Planning | Team Management

## PROFESSIONAL CAREER EXPERIENCE

BETTER.COM REAL ESTATE – Miami, FL

**Senior Enterprise Account Manager** • February 2020 – Present

- Senior Sales and Operations Manager that was accountable for revenue growth and the performance of sales teams through the Southeast.
- Represented buyers and sellers, closed 24M in real estate transactions in 2021.
- Provide sales coaching and training on a weekly basis to drive improved conversion. Deployed performance management techniques to improve employee efficiency. Participated and oversaw hiring and onboarding of a sales team which grew from 100 agents to 450 within 5 months. As the market changed, pivoted from growth to building teams that are scalable regardless of market conditions.
- Promoted, trained and managed sales managers. Solved escalations both on the people side as well as for clients. Completed 1Q23 128% over sales targets.

### Accomplishment:

- Triumphantly closed 17 residential deals (6M) in less than two months in 2022 via FaceTime.

HILTON GRAND VACATIONS CLUB – New York, NY

**Head of Sales** • January 2011 – January 2012

- Developed outbound sales strategies and navigated the challenge of no marketing or brand awareness, while overseeing an enterprise sales team to achieve aggressive growth targets (achieved client-base growth of 25%+ MoM).
- Signed on multinational enterprise clients across the Americas, Europe, and Asia markets
- Recruited, onboarded, and scaled sales team from 1 to 9; while optimizing sales pipelines, coaching, and empowering the team to exceed targets by refining sales processes and fostering a high-performance culture.
- Spearheaded the creation of all sales decks, customer case studies, and product marketing materials to build brand credibility – ensuring alignment with brand messaging and market needs.

### Accomplishments:

- Received the Sales Rookie of the Year in 2011 for exemplifying exceptional drive to succeed and boosting monthly sales quotas.
- Consistently maintained the lowest percentage of rescission on-site by 6% and amplified the yearly revenue by \$2.5M.

JR UNLIMITED SERVICES – Miami, FL

**Sales Director/Buyer** • February 2007 – December 2010

- Administered the strategic oversight of direct buying operations and monitoring of sales and margin dollar performances.
- Spearheaded a team of 6 sales executive in maintaining stable vendor relationships and monitoring all sales leads and activities.

### Accomplishment:

- Championed international mobile sales with \$840K monthly revenue by negotiating joint-venture agreements with multinational suppliers in Panama, Mexico, Dominican Republic, and Brazil.

## EARLIER CAREER EXPERIENCE

**Sales Associate** • BANK OF AMERICA, Miami, FL

December 2004 – January 2007

## EDUCATION & PROFESSIONAL DEVELOPMENT

**Master of Finance**, Florida International University, 2003

**Bachelor of Finance and Management Information Systems**, Florida International University, 2001

## ADDITIONAL SKILLS

- **Technical Expertise:** Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), AWS, SQL, TOGGL, SALESFORCE, SLACK, FRONT, MONDAY, FOLLOW UP BOSS, TABLEAU.
- **Language:** English, Spanish, and Portuguese.

**Dale Carnegie** - *Leadership & Sales Program*

**Sandler Training** - *Enterprise Selling Program*