

GONZALO ANDRÉS ATÁN CONCHA

Business Administrator with MBA degree, from the University of Santiago, Chile.

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EXECUTIVE PROFILE

MBA and Business Administrator from the University of Santiago, Chile, with more than 12 years of experience in Telecommunications and IT industry, developing a successful track record in sales and product-services development areas, at Multinational Companies.

Extensive experience in regional negotiations (Latam) with Telecom operators, IT providers and channels, generating strategic partnerships for the implementation of new technologies in Digital Transformation projects, through the commercialization of Datacenter Infrastructure, Cloud Platforms and Networks for enterprise solutions; including managed services, virtualization, business intelligence, communications and operational continuity, across multi-platform environments.

Passion for driving global strategic projects and leading multidisciplinary teams, to achieve highly challenging organizational targets by establishing strategic relationships with C-level customers and forming high-performance teams.

EDUCATION BACKGROUND

2011 - 2012	University of Santiago, Chile Master of Business Administration
2001 - 2005	University of Santiago, Chile Business Administrator, Minor in Business Administration Bachelor of Science in Business Administration

PROFESSIONAL EXPERIENCE

April 2015 to present **Huawei Technologies Chile**
IT & Enterprise Sales Manager - Global Telefonica Key Account

Responsible for the design and execution of the business strategy for Telefonica Chile in IT and Enterprise areas. Continuous key customer relationship with Telefonica CxOs and managers, for strategic projects management, CAPEX & OPEX planning alignment and marketing strategy.

Lead project and sales team, for sales forecast activities and internal project operation, coordinating the deploying of Product Specialists, IT-Cloud-Networking Solutions, Delivery of Services and Customer Support team, organizing high level meetings, presentations, workshops and trainings in Chile and abroad.

Responsible for present and defend commercial proposals for bids, with direct management, participating in technical evaluation of hardware platforms, solutions and also in negotiation stages with business areas and procurement dept.

Outstanding results in the award of strategic projects in Latam, for Telefonica Chile:

- Falabella Hybrid Cloud Platform - 2016
- SAP HANA Cloud Platform - 2016
- Oracle VM Platform - 2016
- Big Data Platform - 2016
- Telefonica Open Cloud Platform - 2015

May 2013
- March 2015

Samsung Electronics Chile
VAS B2B Product & Solution Manager - Integrated Mobile

Responsible for developing and leading the go-to-market-strategy (GTM) in phases of technical implementation (Pilots deployment), definition of service levels (SLA's), negotiating business model (Pricing), coordination of training (On Site Regional Support) and closing regional/local contracts (MOU) for market deployment of Samsung KNOX, through carriers (Telefonica, Entel, Claro, Nextel and MVNO's), distributors and global reseller, for management and virtualization of mobile devices (MDM vendors): Airwatch/VMware, SOTI, Mobile Iron, Famoc, Fiberlink, Centrifry, Citrix, Ingram Micro and others.

Strategic senior relationship (C-level), in-business presentations to executives of the largest corporations present in the country: BBVA, Santander, Prosegur, Banco de Chile, Sura, BCI, Recalcine, Movistar, Entel, Claro and Nextel.

Business Team Leadership, presale, customer support and sales, defining roles, procedures and business objectives for the start of production of B2B solutions like SAFE, Mobile Care, Samsung School and Samsung KNOX.

Featured Exhibitor at corporate events, as Samsung Business Forum 2013 and 2014 (Espacio Riesco), aimed at senior executives and specialist press, positioning Samsung technological innovations for B2B market.

Responsible for establishing strategic partnerships with content providers and applications, setting targets, business strategy and marketing mix on mobile devices: Smartphone, Tablet, Camera, and Accessories-Wearables.

Recurring business trips, participating in workshop, trainings and conferences: Argentina, Brazil, Mexico and South Korea. (HQ)

August 2011
- April 2013

Telefonica Latin America
Regional Service Manager LATAM - Quality and Corporate Customer Care

Responsible for developing and managing global projects for key corporate accounts present in Latam, with focus on revenue growth and customer care.

Regional leader with strategic relationships in the Latam HQ of some customers, establishing processes of consultative selling, for the presentation of integrated offers with fixed and mobile services in Latam, been responsible for the negotiation, design and lifting feasibilities by country and integrating local trade channels, pre-sales implementation and project operation.

Coordination and monitoring of project progress through audio conference, telepresence and executive visits in the countries involved, with the heads of each area. Regular meetings with Regional Managers from companies like Prosegur, Directv, Prisa, Lan, BBVA, Santander, SD Verisure and Atento, among others.

Strategic relationship with suppliers and service integrators, for the raise of new business opportunities and services deployment by country.

November 2009
- July 2011

Telefonica Chile
Service Manager - Financial and Technology

Responsible for the management and provision of fixed and mobile services hired by major banks: Banco de Chile, Santander, BCI and Security Group. Management of new business opportunities and increase revenue for customer portfolio, based on consultative selling model with strategic relationships to senior executives, implementing Cross-and-Up Selling strategies.

Management services for voice and data networks; Data Center, networking, cloud services, mobile and value added services.

Development of financial project evaluations for customer profitability, making retention plans and generating new contracts, in order to keep churn control and trying to increase ARPU.

January 2006
- October 2009

Telefonica Chile
Account Manager - Large Enterprises

Responsible of retain, and develop profitable new business with mobile services, with major corporations in the country: DHL, Shell, Isapre Consalud, Megasalud, LAN and Blue Express. Leadership in analysis and development of business proposals and tender procedures. (RFP)

Direct Relationship with Global Directors of TISA and TIWS, coordinating international teams for global negotiations with companies like Shell and AT&T.

ADDITIONAL INFORMATION

Birthdate: September 10th, 1982.

Nationality: Chilean.

Marital Status: Married.

Language: Spanish, native.

English advanced level - Norteamericano Institute / Certificates ALTE 2 and TOEIC.

Portuguese basic level.

Informatics: MS-Office advanced level.

Commercial Systems: Sison, Salesforce, SharePoint, Citrix, CRM, and SAP.

Courses: Leadership and People Management - Carlos Casanueva Institute

Sales and Customer Satisfaction - ICARE

Advanced Excel / Intermediate Access - Quinta Era / WTC

Telecom and Networking - INACAP

Others: Extensive experience in Regional Management, High Level Negotiations and business travels.

Trainings in South Korea for Security, Cloud and B2B Mobile Solutions.

Trainings in Panama for IT, Cloud and Networking sales strategies.

Pertaining to Young Professionals Group with High Potential 2011-2012 at Telefonica.

Participation in HBR conferences, as part of talent development program.

Driver License, Class B.