

JUAN MANUEL DIAZ

GLOBAL TECHNOLOGY GENERAL MANAGEMENT & SALES EXECUTIVE

15+ years of experience in public and hybrid cloud computing and enterprise software markets, business development, and sales leadership at 2 industry giants, Oracle and IBM.

Expertise building teams and leading multi-country business transformation initiatives in turnaround and high-growth emerging markets. Track record of success breaking into new business verticals and developing strategic partnerships with third-party suppliers to expand brand footprint and grow market share. Dual EU and Argentinian citizenship; fluent in Spanish and English.

PROFESSIONAL EXPERIENCE

ORACLE CORPORATION

2005 to Present

Regional Cloud & Enterprise Solutions Sales Manager, Latin American | 2016 to Present

Lead sales team charged with identifying and engaging with business decision makers (BDMs) and integrated technology and device manufacturers (ITDM) in Latin America on integration of cloud, mobility, data analytics, and IoT services into their businesses. Budget: \$15M+; Staff: 10. Sectors: Finance, Government, Health, Retail & Distribution.

Led Latin America's 48-country digital transformation to the cloud to drive 100% YOY growth.

- Identified new talent and rebuilt the technical and business sales teams. Shifted focus from transactional to consultative sales strategy. Introduced new key performance indicators and transitioned incentive program to consumption versus billed revenue model.
- Created robust pipeline of top commercial and public sector customers representing \$100M+ opportunity for coming fiscal year. Over 90% of customers assigned were consuming cloud services in less than one year.
- Developed strategic partnerships with independent software developers and systems integrators to expand value of service portfolio.

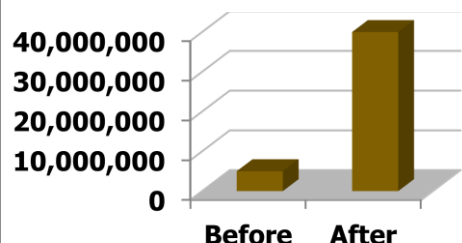
General Manager, Oracle Argentina | 2011 to Present

Concurrently direct sales team selling cloud, mobility, data analytics, and IoT services. Budget: \$40M; Staff: 32

Propelled country from 13 years of underperformance to the fastest growing market in LATAM.

- Doubled revenues in 2 years by realigning customer mix and transitioning from non performing to lucrative verticals.
- Vetted third-party/reseller partners and increased partner ecosystem, adding 10 new companies. Influenced local teams to adopt new business model based on cloud services and consultative sales model.
- Accelerated government sector business 8-fold in 2 years, representing one of the top deals in LATAM in 2015. Articulated value proposition to reluctant buyers and aligned solutions for 30+ government institutions.

Government Sector Growth in US Dollars



Marketing & Operations Director | 2009 to 2011

Tracked revenue and P&L performance of various Oracle business groups. Orchestrated subsidiary's sales and marketing plans and ensured compliance with overall brand guidelines.
Budget: \$150M; Staff: 20

- ☑ Achieved one of the best Opex results worldwide. Created a system for forecasting and hitting contribution margin that was adopted as a best practice by other business units.

Business Group Marketing Manager | 2006 to 2008

Delivered in-depth business, customer, partner, and marketplace intelligence that resulted in timely and effective responses to competitive developments. Provided input on creative strategy and advertising and identified new markets, customer segments, partner channels, and business models. Budget: \$200M; Staff: 5

- ☑ Exceeded revenue and marketing objectives for 2 years.

Product Marketing Manager | 2005 to 2006

Led go-to-market strategy to achieve business and financial goals.

Recognitions

- Identified as High Potential Employee (top 5% of entire Oracle population).
- Awarded Best Small Country Marketing Performance Worldwide 2 times in a row.
- Recipient, Gold Award, Top Performer in Latino American Region.
- Recognized by LATAM Technology Association as one of the top-50 Best Marketing Managers & Country Managers in the region.

IBM

1995 to 2005

Software Sales Manager, Buenos Aires | 2000 to 2005

Led the software sales within multi-country region (all of Latin American except Mexico and Brazil). Sold telecom solutions including Prepaid & Post Paid, Mediation, IVRs, and Local Home Register.

Telcom Account Manager, Buenos Aires | 1999 to 2000

Grew vertical's infrastructure solutions business; defined and executed alternative commercialization plans for IBM products and developed regional plans for Telefonica Moviles (Competency Centers).

Partner Developer, Buenos Aires | 1995 to 1999

Increased business volume in Argentina through enterprise partners.

Recognitions

- Earned 4 Worldwide Top Performer Awards during tenure.

NCR CORPORATION

1994 to 1999

Finance Sector Account Manager, Buenos Aires

Responsible for all NCR financial solutions in Argentina including ATMs and core banking software.

- ☑ Identified as one of only 500 worldwide high-potential employees.

EDUCATION

System Engineering degree, University of Buenos Aires, Buenos Aires, Argentina, 1994