

# GERARDO UGALDE

## Senior Sales Executive

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### Summary

**Sales Leader with a Technical Edge** — Driving B2B Growth Across LATAM by Building Trust, Navigating Cultures, and Delivering Complex Solutions in Telecom, AI & Beyond. 20+ years of experience in sales strategy, customer relationship management, and business development. Skilled in complex B2B sales, channel leadership, and applying technology to business outcomes.

### Experience

Farben Studio	Mexico
Founder and Business Operations	2024 - Present
<ul style="list-style-type: none"><li>Launched and managed a growing family business focused on customized products using CNC machinery, and other digital fabrication tools.</li><li>Oversaw client acquisition, order management, and fulfillment, ensuring high customer satisfaction and operational efficiency.</li><li>Balanced business operations with ongoing AI studies and caregiving responsibilities.</li><li>Remained engaged with industry trends, sales methodologies, and business development best practices while supporting family health needs.</li></ul>	
Adtran Networks (Formerly ADVA Optical Networking)	Mexico
Senior Sales Manager	01/2012 - 12/2023
<ul style="list-style-type: none"><li>Managed multi-million dollar business across Mexico and Latin America, exceeding annual quotas of \$20M.</li><li>Grew Ethernet access market share to over 60% with the incumbent operator in Mexico.</li><li>Guided a geographically dispersed team, driving market insights and customer satisfaction.</li><li>Developed and executed channel strategies, supporting growth and profitability.</li><li>Forecasting and opportunity management using Salesforce CRM.</li></ul>	
JDSU (Now Viavi)	Mexico
Key Account Manager	01/2008 - 01/2012
<ul style="list-style-type: none"><li>Managed the region's most relevant client (América Móvil)</li><li>Led cross-functional teams of sales engineers, deployment, and post-sales staff, to drive direct and channel sales to the most important account in the region.</li><li>Introduced tailored solutions using consultative selling, establishing key executive relationships.</li><li>Led account planning and forecasting, ensuring accurate projections and strategies aligned with sales goals.</li><li>Achieved President's Circle recognition for top 10% performance, surpassing 120% quota for multiple years.</li></ul>	
Acterna (Acquired by JDSU, now VIAVI)	Mexico
Account Manager	01/2003 - 01/2008
<ul style="list-style-type: none"><li>Managed TELMEX account, selling test and measurement, network synchronization, and monitoring solutions.</li><li>Positioned JDSU as the incumbent test supplier, selling thousands of ADSL, GPON, Carrier Ethernet test sets, OTDRs, and fiber inspection tools.</li><li>Collaborated with the account team to define and implement global strategy. Recognized as Top Performer for 5 consecutive years for exceeding sales targets.</li></ul>	
Acterna (Aquired by JDSU, now VIAVI)	Mexico
Sales Engineer	05/2000 - 12/2002
<ul style="list-style-type: none"><li>Developed technical presentations, demos, and proposals that directly contributed to key sales wins and long-term customer trust.</li><li>Built long-term trust with key customers, instrumental to my career advancement.</li><li>Provided technical support and expertise to the sales team, laying the foundation for future leadership roles.</li></ul>	

## Education

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ITESM

Electronics and Communications Engineering

ITESM

Diploma in Strategic Sales Management

Universidad Anahuac

Diploma in Artificial Intelligence

University of Oxford

Course in Robotics and Computer Vision

## Training / Courses

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Certified under MEF CECF 2.0

Miller Heiman Strategic & Conceptual Selling

Miller Heiman Large Account Management Process

ESP Negotiating for Profit and Consultative Selling

Challenger Sales Methodology

Comprehensive technical training encompassing all network segments, including Ethernet, IP, DWDM, NFV, and Network Synchronization.

## Skills

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Sales Strategy · Business Development · Lead Generation · Negotiation · Channel Management · Planning · Forecasting · Salesforce CRM

Ethernet · DWDM · DCI · Fiber Optics · Synchronization · Virtualization · PON · Test & Measurement · Network Monitoring · Python · AI · Linux