

Christian Cordoba
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Senior Business Development Executive: Professional with over 16 years of experience in business development & Sales across multiple cultures and countries. Regional leadership with a proven track record of building, leading, and motivating strong teams committed to excellence. Expertise in combining strategic thinking supported by a solid analytical approach and communication skills to drive business growth, market expansion, sales & revenue increase, and development of brand awareness.

SKILLS:

- Sales: Brand Management, Leadership, Presentation & Public Speaking Skills, Sales Management, Go-To-Market Planning and Execution, Strategic thinker with market vision, Full P&L Management, Cross-Functional Collaboration, Training Skills, Supply Chain Management, Team Building, Business Development, Creative Thinking, Negotiation Skills: Exceptional, KPI Driven, Motivational team leader, coach to maximize employee contribution. Deep Knowledge of computer hardware, Satellite antennas both Omnidirectional and Tracking, TCP/UDP IP Protocols, IoT, Cloud products, a Deep understanding of satellite spectrum, etc.
- Software Development: experience with over 6 programming languages: C, C++, Java, SQL, JSP, HTML.
- Expert knowledge of Salesforce or other similar CRM systems.
- Fluency in written and spoken Spanish and English.

EDUCATION:

Florida International University, Miami, FL
Master of Business Administration (MBA)

April 2019

Florida International University, Miami, FL
Bachelor in Computer Science

December 2004

CERTIFICATIONS:

Lean Six Sigma Yellow Belt Certified
Goleansixsigma.com

July 2018

EXPERIENCE:

Inmarsat, Miami, FL
Channel Manager, Americas

April 2011 - Present

- Managed multimillion-dollar targets and accounts including 6 distribution partners and 300 direct customers.
- Sustained and expanded sales distribution channels by 250% by increasing the number of resellers in each of the countries.
- Designed and delivered 4 new commercial products for niche markets using our services like Fleet Broadband, Fleet Xpress (\$10 Million uplift), and Fleet One (\$7 Million uplift). Increased the total number of subscriptions by more than 7,450 New users. Collaborated with different departments throughout the organization to ensure the delivery of our new products effectively and efficiently.
- Directed and coordinated sales efforts in over 9 countries, increased the sales pipeline by leveraging opportunities for sales growth within existing customers and seeking new customer prospects in new market sectors like Leisure, O&G, Unmanned applications, passenger, cruises, IoT, etc.
- Developed and executed business plans in new markets in different regions and over 10 new sales initiatives for new resellers which help the company increase revenues by \$15m+.
- Recruited over 20 new distribution partners in different market sectors including Land (Utilities, oil and Gas, media, transportation, etc.) and Maritime (Leisure, fishing, shipping, government, energy, etc.).
- Developed with our regulatory team the framework to obtain the country's frequency approvals to operate the last 3 generations of satellite networks and sell our services in all countries of Latam.
- Built annual Marketing Campaigns with each channel partner to support sales goals and growth. The most successful campaigns reached over 10K potential new customers in LinkedIn alone.

- Lead a team of four people including account managers, product managers, and sales support.

Page 2

Inmarsat, Miami, FL

March 2007 - April 2011

Solutions Manager/Technical Pre-Post Sales

- Worked with 3rd party companies on the development of 36 new applications for the mobile satellite industry (Taking in consideration factors like Latency, Bandwidth, portability, security, etc.).
- Built 4 standard end-user and sales training of services, hardware, and applications for 6 Latam countries.
- Collaborated with multiple departments of connecting sales channel to generate more revenues in existing and emerging markets.
- Orchestrated type approval process of three new satellite terminals/services. HDR, GPS, IDP.
- Developed over 30 white papers on applications promoting services for different land, maritime and aero sectors.
- Collaborated with manufactures and engineering to launch 2 new satellite networks.

SunGard HTE, Lake Mary, FL

March 2006 - March 2007

Installations Specialist

- Test and stage 5 new software versions and client environments prior to installation.
- Executed over 15 new software implementations.
- Introduced 4 end-user and 4 administrative new training programs on applications functionality.
- Completed over 30 new installations of new products for 911 centers, police, and fire departments.
- Integrated up to 3 different type of wireless network technologies including EDGE, EVDO, and RF.

Ginn Development Company, Orlando, FL

April 2005 - March 2006

Help Desk Analyst 3

- Managed a 24/7 Help desk support for over 1,000 clients across the U.S.
- Supervised over 4 Domain controllers and Exchange servers (Active Directory).
- Remotely supervised over 10 different data centers across 6 states.
- Managed and supported in house applications for Ginn Company for 6 resorts like: POS stations, SMS Host, room card processing systems, Blackberry enterprise server, MITEL IP phones administration, and more.

Disney, Orlando, FL

January 2005 - April 2005

Level 1 User ID Provisioning, Technical Support (Contractor)

- Help desk support for over 10,000 Disney users across multiple countries U.S., Latin America, Europe, and Asia.
- Set-up and maintenance of user email accounts on 6 exchange servers.
- Responsible for shared resource through DRA or AD (total of 6 Active Directory).

Johnson & Johnson, Miami, FL

September 2004 - January 2005

NCS technical support (Internship)

- IT support for over 1,000 users across multiple countries of Latin America.
- Remotely oversaw 2 different data centers.
- Maintained 2 different DRA Citrix Farm software required to allow VPN connections, new users, and new administrators.

Oracle Corporation, Miami, FL

March 2004 – September 2004

Sales Consultant (Internship)

- Prepared customized presentations of Oracle Corporation products helping increase sales by over 1.2 Million.
- Created over 100 web pages for sales consultants.
- Administered web pages, in 4 Oracle servers used for demos by sales teams in Latin America.
- Implemented 4 new Oracle Database 10g across Latin America.