

## MARIO VILLANUEVA

### SENIOR SALES EXECUTIVE



#### EDUCATION

Bachelor of Arts,  
Miami University, Oxford OH  
Major: Psychology  
Minors: Sociology, Spanish

#### ABOUT ME

Software and professional  
services sales experience  
(B2B) managing client lifecycle  
from lead generation to client  
implementations.

Advocate for leveraging  
technology to innovate and  
improve client experience while  
increasing internal efficiencies.

Recognized for ability to analyze  
new business opportunities and  
effectively market and sell to  
segmented audiences.

#### SOCIAL MEDIA

[linkedin.com/in/villanuevamario](https://www.linkedin.com/in/villanuevamario)

#### REFERENCES

Available upon request

#### ONLINE

[mariovillanueva7.wix.com/mysite](http://mariovillanueva7.wix.com/mysite)

## EXPERIENCE

### INFOR

2016 - Present

Infor builds beautiful business applications with last mile functionality and scientific insights for select industries delivered as a cloud service. With 17,000 employees and customers in more than 200 countries and territories, Infor automates critical processes for industries including healthcare, manufacturing, fashion, wholesale distribution, hospitality, retail, and public sector.

#### SENIOR INSIDE CLIENT PARTNER, INFOR SERVICES

My mission is to enable our customers to rapidly recognize the value of Infor Solutions in a responsible, timely, and cost-effective fashion.

##### Key achievements thus far:

- Infor Circle of Excellence member
- Implemented webinar program for Inside team that has consistently set the pace for attendance, pipeline growth and sales
- Developed underperforming cross-sell territory into revenue performance that is consistently in the top 3 for the Americas

### PROPERTYBOSS SOLUTIONS, LLC

2004 - 2016

PropertyBoss Solutions offers industry specific solutions for each of the residential, multifamily, student housing, tax credit, and association markets that provide pre-configured functionality, industry specific language, pre-configured reports, and an optimized user experience.

#### SENIOR SOLUTIONS SPECIALIST

Top revenue producer company-wide responsible for over 50% of total sales.

Created and implemented first-ever annual account review process for 500+ accounts to increase revenue per client. During first year, increased sales by more than 300%.

Prepared competitive analysis report which formed basis of sales scripts & marketing content.

Identified business leaders in key markets and established network of industry-leading clients whose testimonials boosted market share in four main markets (Arizona, Washington/Oregon, (city or state in NE) and Atlanta) by more than 200%.

Designed customer metrics grid to evaluate sales opportunities with new and existing clients. Re-aligned sales approach from trade shows and client visits to online, lead generation/SEO emphasis.

Developed lead generation campaigns with industry partners, highlighting industry trends through multi-webinar series.

### NEW HORIZONS, CLC

2000 - 2004

New Horizons is the world's largest independent IT training company with 300 computer training centers in 70 countries. Largest training partner for Cisco and Microsoft, delivering more than 40% of all authorized Microsoft training worldwide.

#### SENIOR ACCOUNT MANAGER

Grew key accounts by educating referring partners on program options, new offerings and technical trends. Grew sales in first year by more than 100%.

Researched new account leads and developed customized sales presentations.  
President's Club Member