

PEDRO AMADOR LÓPEZ – Professional CV

 PetteLov

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Passionate about technology, data science, and coaching. Computer Engineer with doctorate courses to intensify Business Intelligence, in addition to coaching and leadership training. Executive MBA Esade with honors in the final project. Core competencies in IT capabilities, business analysis, marketing and sales operations, and communication.



Work Experience

Extensive experience leading different types of projects. 20+ years of experience at software firms (Microsoft, Baan, Infor, SSA Global, Software AG) holding different positions: Business Developer, Sales Excellence Specialist, Project Manager, Area Manager, Presales and Key Account Manager. Working with customers like ABB (ERP), Fujitsu (ERP), Indra (SRM), Efacec (BI), Fagor Industrial (SCM&PLM), Abengoa (ERP), ESADE (CRM) to improve their IT solutions. Experience in all aspects of software management, and extensive knowledge in: Business Intelligence, Project Management, Digital Marketing and Coaching.

MICROSOFT – Dubai, UAE - Sales Excellence Specialist

- Focusing on Sales Excellence and process improvements for the Enterprise Services Business.
- Supporting the team of Qatar, Kuwait, Bahrain, Oman and UAE for all areas related to services sales.
- Created a complete data model to support and improve the business in Power BI.

January 2015 - February 2016

UNIVERSIDAD DE LA EMPRESA – Montevideo, Uruguay - Head of Digital Communications

- Developing and implementing a strategy that helps to engage students, professionals and others involved in a manner that truly reflects the University's vision.
- Proven track record in Sales Operations, Strategy, Pipeline Management, Implementing Sales and Marketing Enablement Programs and Relationship Management.
- Part-time professor in E-Business and Digital Marketing.

December 2013 - Present

INFOR GLOBAL SOLUTIONS SPAIN & PORTUGAL – Barcelona, Spain - Business Developer

- Management and implementation of professional service methodologies (consultancy and support).
- Driving the strategic development of Service Organization (PSO) in Spain&Portugal (annual turnover from €2M in FY2005 to €10M in 3yrs).
- Develop and support a complete implementation methodology to ensure best practices (internal and local processes and policies) in all the software lines (ERP, PLM, BI, CRM, SCM).

October 2005 – October 2012

BAAN - SSA GLOBAL SPAIN & PORTUGAL – Madrid, Spain - Key Account Manager & Presales

- Development and maintenance of operations in accounts (Indra, Tolsa, Azud) with annual revenues of \$1M.
- Implementation of the sourcing and purchasing processes with the Supplier Relationship Management (SRM) solution in Indra (\$0.6M, 15 team members) and managing relationships with the customer Executive Board.
- Experience in CRM, PLM solutions and responsible for the BI Solution.

December 2000 – September 2005

Other Experience

VIGNETTE IBÉRICA – Madrid, Spain - Responsible for Education

Established a Partner community to support the Spain and LATAM training process.

BAAN THE NETHERLANDS – Barneveld, Holland - Strategic presales


Presales Consultant specialized in BI Solution, integrated in the EMEA's Center for Excellence created for big strategic accounts at international level.

BAAN SPAIN & PORTUGAL – Madrid, Spain - Technical consultant


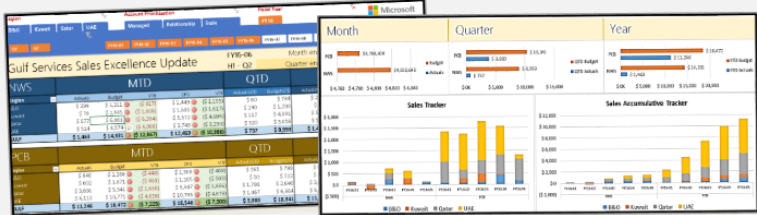
SOFTWARE AG – Madrid, Spain - Developer and specialized analyst

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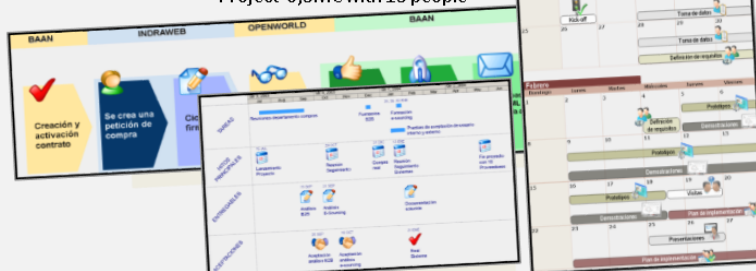
Some examples of my work



- Sales excellence, including opportunity forecast and pipeline coverage.
- Supporting different business decisions for GULF countries (UAE, Qatar, Bahrain, Oman and Kuwait) and account prioritization level.
- Mentoring the operations team to better integrate all the data and expedite business insights.



- Project Manager /Key Account- 2 years
- New business model SRM
- Project 0,5M€ with 15 people



Main Education

ESADE – Madrid, Spain - Executive MBA (2002-2003)

The Executive MBA at Escuela Superior de Administración y Dirección de Empresas (ESADE). Financial Times, Business Week, The Economist, Forbes and CNN Expansion place ESADE's executive education among the top in their rankings the. Additional training at McCombs School of Business (University of Austin-US) with "Building the Learning Organization in the High-Tech Industry" and Henley Management College (Henley on Thames-UK) with "Strategic Direction".

UNIVERSIDAD AUTÓNOMA DE MADRID UAM – Madrid, Spain (1993-1997)

Degree in Computer Engineer with doctorate courses to intensify Business Intelligence knowledge and data analytics (1993-1999).

Other Education

The School of Data Science – Dubai, Feb 2017

Data Science and Machine Learning Workshop

Eton Institute – Dubai, Nov 2015 – Apr 2016

Advanced business communication course

Co-active Leadership Program (CTI) Sitges & Lyon, 2008

International program designed to empower leadership

Coaches Training Institute (CTI) – Barcelona, 2006

Training program in coaching

Cognos Education – Madrid, 2007

Cognos ReportNet: performance management and analytics

Baan Education– Barneveld, 1999-2002

Courses of portals, Business Intelligence, Open World and Workflow

Vignette Education– Austin and London, 2000

Advanced implementation of E-Business solutions

Languages

- Spanish (native speaker)
- Dutch (low level of comprehension)
- English (advanced)
- Portuguese (high level of comprehension)

Software Skills

RStudio, MS Office (Excel, PowerPoint, Word, Outlook, Access, Power BI, Project), InfoPath, SQL Server, WordPress, SEO tools, Adobe Premiere & Photoshop, among other technologies: Baan Software, Cognos BI, CRM Dynamics, Sales Force (salesforce.com)

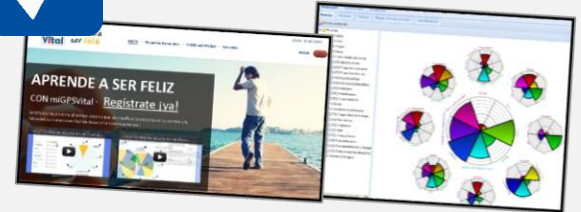
Personal Information

- Living in Dubai. LinkedIn profile available on [linkedin.com/in/pedroamador](https://www.linkedin.com/in/pedroamador) with 22K+ followers.
- Problem solver, enthusiastic, experienced public speaker, continuous self-development, very creative, and hard working.
- Associated collaborator of ESADE Madrid as a tutor for the InCompany Project (ICP) subject since 2003 and teaching various companies: PwC, ADIF, Gas Natural-Unión Fenosa. Professor at University Catholic Uruguay of leadership, communications and happiness at Universidad de la Empresa (UDE) in E-Business and marketing digital programs.

Personal Business Projects



- Founder and Managing Partner of Autocoaching
- Happiness technology products
- € 0.7M total investment (5+ employees)



- Autocoaching key customer
- Marketing campaign focused on 5,000+ customers
- Collaboration with Drafftcb agency

