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Comentarios (0)

Luigi Carlo Caterina

Bogotá, Colombia
Conferencista | Moderador | Panelista

País de residencia: Colombia

Nacionalidad: Colombia, Italia, Panamá

Idiomas: Español, Inglés, Portugués

Áreas de conocimiento

Ventas en Cuentas Globales, Venta consultiva, Power Messaging.

Descripción del perfil

I am currently employed by Lexmark International, Inc. a Fortune 500 Company that manufactures and sells business printers and Imaging Software with operations in over 150 countries and revenues of $4 billion. Based in Bogotá Colombia, I'm responsible for Global and Multilatin Accounts for Latinoamerica, coordinating all activities commercial and operational for companies as Walmart, Scotiabank, Cencosud, Bosch, Cummins etc. During my career at Lexmark (since 2001) I have been involved in the generation, sales and implementations of Enterprise Output Strategies including MPS (Manage Print Services) and document workflow projects (ECM), identifying segments by industries and conducting strategic analysis, and designing marketing and sales tools; to offer specific End to End solutions, involving new software products or technologies. I have been outlined professionally for my great dynamism according to the market trends and new challenges, with high skills in sales of hardware, services and software products, highly effective work-group leadership, and outstanding skill of presenting and communicating to customers, channels and press. www.lexmark.com Business Multilingual: Spanish, English and Portuguese. Excellent business speaker.

Conferencias, Cursos o Talleres

Ventas de Tecnología en Cuentas Globales y Mutilatinas

Menos de 1 Hora

Conozca los elementos básicos de administración de ventas en cuentas globales y multilatinas.

Power Messaging - Estrategia Corporativa

Sin especificar

Se abordan los elementos básicos del Power Messaging aplicados a la presentación del mensaje corporativo.

Superhéroes y Villanos - Ficción y verdad en equipos de Ventas

Menos de 1 Hora

Aproximación a la dinámica de equipos de venta desde los perfiles de equipos de Super héroes famosos como la Liga de la Justicia y los Avengers

Experiencias

Business Developer for Global Accounts - Latin America

Lexmark International

2010 - Actual

Solutions and MPS Manager

Lexmark International

2009 - 2010

Solutions and MPS Manager NBG (Colombia, Venezuela and Ecuador)

Lexmark International

2007 - 2009

Solutions Manager NBG (Colombia, Venezuela and Ecuador)

Lexmark International

2005 - 2007

Estudios

Master of Business Administration (MBA)

ISEAD Instituto Superior de Educación, Administración y Desarrollo

2015

High Management Specialist

Universidad Industrial de Santander

2000

Systems Engineer

Universidad Industrial de Santander

1995

Perfil en Mentes a la Carta

https://www.mentesalacarta.com/conferencistas-capacitadores-coaches/luigi