

# TERESA A. MARTINEZ

*Business Development, Sales and Marketing Executive*



📍 Zürich, Switzerland

☎ +41798377380

✉ [teresa.martinez@bluewin.ch](mailto:teresa.martinez@bluewin.ch)

🌐 [ch.linkedin.com/in/teresaamartinez](https://ch.linkedin.com/in/teresaamartinez)

## PERSONAL INFORMATION

**Nationality:** Swiss and Spanish

**Hobbies:** Sailing, Running, Music & Reading

## LANGUAGES

- German & Spanish, native proficiency
- English, full proficiency
- French, working proficiency
- Italian, Portuguese & Gallego, basic

## SUMMARY

**Out-of-the box thinker and innovative executive leader.**

**Passionate and persistent driver of pragmatic business, IT and operation solutions with the aim to create sustainable and relevant value.**

**Customer lifecycle management & consumer focused.**

B2B and B2C Sales/Marketing Executive with over 18 years' experience in ICT, consumer goods and financial services industries. Proven record leading high performance teams to make strategic business objectives happen.

Deep understanding of customer needs, go-to-market and distribution channels regarding data analytics, cloud and future workplaces. Well versed in transformation projects, business development as well as in intercultural communication and cross-group teams in DACH, Southern Europe, France, CEE, United States & Asia.

## WORK EXPERIENCE

**Sept 2017**      **Director and Customer Success Lead Commercial Segment**  
**Salesforce**

Salesforce is the world's #1 Customer Relationship Management (CRM) platform with cloud-based applications for sales, service, marketing. As CS Lead I am running a team of Success Managers to help customers across EMEA reach their desired business transformation on the world's most innovative Platform with the goal to increase customer business value, growth and satisfaction.

**Jan 2016 - April 2017**      **Regional Sales Director Southern Europe & LATAM**  
**[Pyramid Analytics](#)**

Pyramid Analytics is a leader in providing innovative Business Intelligence applications served through a multi tenant architecture for both PUBLIC & PRIVATE CLOUD. The unique cross platform design allows users to utilize their BI from any device at any time. Its business intelligence suite 'BI Office' providing Governed Business Analytics tools and integrating Data Discovery, Reporting and Publications and Dashboarding functionality to empower every user in the organization.

BI OFFICE enterprise self-service, web based interface enables all levels of Business users, IT and Analyst to easily create and share information and help their organization optimize business decisions.

Key Achievements in 16 months:

- Signed 16 Alliance Partner
- Engaged and trained 104 partner employees
- Gained 6 customers

**Aug 2013 - Dec 2015**      **Cloud Partner/Business Development Manager**  
**[Sunrise Communication Ltd](#)**

Swiss private telecom firm with over CHF 2 billion annual revenue; 3 mill. customers and 1700 employees across Switzerland

Reporting to the Chief Marketing Officer as Project Sponsor

Responsible to lead a cross-interdisciplinary team of 50 people to introduce the first cloud service (Office 365) at Sunrise. Building up a B2B&B2C Cloud Strategy to offer additional cloud services for Sunrise customers.

Key Achievements:

- Successfully launch of Microsoft's cloud solution 'OneDrive for Business' to SMEs and those in self-employment "in a unique combination with mobile phone subscriptions from Sunrise.
- Manage and drive strategic partnership alliance with Microsoft.
- Strategic Microsoft Cloud Solution Provider Partnership with Microsoft HQ
- Strategy & Business Plan Cloud@ Sunrise Sales Alliances with ALU & CISCO

Aug 2010 -  
Jul 2013

### Associate Client Partner and International Business Manager [Kunz & Partner Group](#)

Kunz & Partner-Management Consultants, a Swiss based international management consultancy supporting leaders in solving complex and challenging business transitions.

Reporting to the CEO

Key Achievements:

- Leading Senior Executive Management Insurance Conference in Switzerland
- Stabilize and enhance the Senior Executive Management Insurance Conference in CEE
- Developed and enhance the first Senior Executive Management Insurance Conference in Asia

Jan 2003 -  
Dec 2009

### Enterprise Marketing / Infrastructure Lead & Product-Solution Marketing Manager

[Microsoft Switzerland Ltd](#)

Swiss Microsoft Subsidiary with 620 employees, rank 13 of 168 Microsoft subsidiaries Enterprise Marketing

Reporting to the CMO/CSO/Server & Tools Business Group Manager

Key Achievements

- Developed, launched and operated successful Solution & Innovation Center of Microsoft Switzerland
- Improved the CRM Customer Data Quality
- Integrated in Microsoft's High Potential Program-Talent XP
- Implemented Infrastructure Optimization Initiative Program
- Gained the Microsoft Best Practice Award for the campaign POWER4KMU
- Increased Exchange market share with Notes Compete Campaign

May 2003 -  
Jan 2002

### Head of Marketing

[Swissvoice Ltd](#)

Swissvoice is a market leader in the development and sale of innovative telecommunications solutions in Switzerland, France, Germany, Poland, India and Hong Kong with a Revenue of 600 Mio.

**Head of Marketing**

Reporting to the CMO/CSO

Key achievements

- Built a complete new product roadmap together with F&E and the product facilities in Poland and Hong Kong

Apr 1986 -  
Apr 2003

### Other Work Experiences

[Bluewin](#) Product Manager EAdvertisement & Sponsoring

*Swiss Leading internet provider owned by Swisscom the leading Swiss Telco Provider*

[Johnson & Johnson](#) Key Account Manager & Category Manager Baby Care  
*Swiss Johnson & Johnson Consumer Goods subsidiary*

[Credit Suisse](#) Apprenticeship, Accounting & Key Account Management Assistant  
*Swiss leading Bank with 47'000 employees*

## EXPERT KNOWLEDGE

	<b>Business Development Management</b> Strong strategic appreciation and holistic view; able to build business plans by having the right balance between strategic thinking and tactical execution.		<b>Cloud / Internet of Things</b> Drove and developed the Cloud@Sunrise strategy. Currently implementing Sunrise new cloud services. And Certified by Salesforce in Sales, Service and Adm.
	<b>Marketing Management</b> Strategic Marketer and Communication Specialist with proven records ATL- and BTL-Activities as well as Brand Development & Corporate ID.		<b>Sales &amp; Partner Management</b> Proficiency in manage & deliver profitable and growing account portfolios with excellent negotiation skills and competencies.
	<b>Program / Project - and Change Management</b> Process and change management expertise in planning and monitoring of interdisciplinary project teams.		<b>The Future of Workplace</b> Deep expertise in future workplace based successful implementation and operational responsibility of the Microsoft Solution and Innovation Center.
<b>Oct 2017 - Dec 2017</b>	<b>Salesforce Certification in Sales &amp; Service Consultant plus Administrator</b> Salesforce Ltd.		
<b>Feb 2017 - March 2017</b>	<b>Certified Drone Pilot - UAV Certification</b> <a href="#">AESA - Agencia Estatal de Seguridad Aérea</a>		
<b>Apr 2013 - Sep 2013</b>	<b>Certificate Microsoft Lync 2013</b> <a href="#">Hochschule für Technik Rapperswil Informatik</a> Basic competence to build and operate Lync 2013 (Active Directory, Lync 2013 Basics, Lync 2013 Voice and Lync 2013 Integration in PBX)		
<b>Mar 2008 - Nov 2010</b>	<b>Master of Advanced Studies in Coaching &amp; Business Consultant and Coach</b> <a href="#">Institut für Systemische Impulse, Development and Leadership Switzerland</a>		
<b>Jan 2004 - Jan 2006</b>	<b>MBA and Executive MBA International Business</b> <a href="#">USQ University of Southern Queensland Australia</a>		
<b>Sep 1994 - Jul 1997</b>	<b>Bachelor Business Administration</b> <a href="#">Zurich University of Applied Sciences</a>		

## PROJECTS PRESS RELEASES

### Sunrise enters into a strategic partnership with Microsoft: Cloud solution for companies

In the context of a strategic partnership with Microsoft, Sunrise is offering a comprehensive cloud solution for Microsoft Office applications as of 18 May 2015: "Microsoft OneDrive for Business" in conjunction with Sunrise Freedom is the first cloud solution for the self-employed and SMEs to be offered in an innovative package together with a mobile phone subscription.

**Microsoft Solution & Innovation Center opened by Microsoft CEO Steve Ballmer in Wallisellen**

There are only 4 of these centers in the world: 1) in Microsoft Corporation, in Redmond (Seattle) in the States; and 3 in Europe, one in Madrid, one in Dublin, and now one here in Zurich. This centre in Zurich is a very new centre that was opened by the Microsoft CEO Steve Ballmer in October 2007. Microsoft introduces their vision for the workplace of the future using scenarios with themes such as individual productivity, business intelligence, team-collaboration and mobility.



OneDrive for Business



Microsoft Innovation Center