

DIEGO SALAZAR

Sales Manager, Corporate

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SUMMARY

Sales manager with 8 years in B2B and corporate sales across the GCC. Carries a US\$6.5M number, leads a team of six, and builds the kind of client relationships that renew without a tender. Closed the largest single account in the region's history for the current employer.

EXPERIENCE

Sales Manager, Corporate, Arabian Gulf Hospitality Group

02.2022 – Present

- Own a US\$6.5M corporate revenue target across UAE and Oman, delivering 112% of plan in 2025 and 104% in 2024.
- Lead a team of six account managers: pipeline reviews, call coaching, and the quarterly territory plan.
- Closed a US\$1.4M three-year account with a regional airline, the largest single corporate contract the group has signed.
- Grew repeat business from 46% to 61% of revenue by restructuring account reviews around the client's own reporting cycle.
- Rebuilt the pipeline in Salesforce with stage definitions the team actually follows, cutting forecast variance from $\pm 22\%$ to $\pm 7\%$.
- Represent the group at three regional trade exhibitions a year, generating roughly 40% of new-logo pipeline.

Business Development Manager, Cedar Ridge Solutions FZ-LLC

09.2018 – 01.2022

- Opened the Saudi and Qatar markets from scratch, reaching US\$1.9M in annual revenue within three years.
- Built and ran the outbound motion — prospecting, discovery, proposal, negotiation — with a 26% proposal-to-close rate.
- Negotiated channel partner agreements with four distributors, adding a second route to market.
- Ran quarterly business reviews with the top 10 accounts, which produced three upsells worth US\$260K.

Sales Executive, Cedar Ridge Solutions FZ-LLC

08.2017 – 08.2018

- Handled inbound enquiries and SME accounts across the UAE, carrying a US\$400K target and finishing the year at 118%.
- Built the first qualification script the team used, cutting time wasted on unqualified demos.

EDUCATION

BBA, Marketing, American University of Sharjah

09.2013 – 06.2017

SKILLS

B2B & corporate sales, Key account management, Team leadership (6 reps), Pipeline & forecasting, Salesforce CRM, Contract negotiation, Channel partnerships, GCC market entry, Client relationship management, Trade exhibitions & networking

LANGUAGES

English (Fluent), Spanish (Native), Arabic (Conversational)

CERTIFICATIONS

SPIN Selling — certified practitioner, Huthwaite International (05.2021)