



JUAN ESTEBAN SERNA VEGA

Resume – Sales Strategy & Operations Lead

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in jsernav

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PROFILE AND INTERESTS

Self-motivated professional with 8+ years in global companies (physical commodities manufacturing and distribution) and startups (proptech, edtech) in strategy and operations; ability to work independently and communicate with cross-functional teams and stakeholders, both up and down the organization. Looking to increase knowledge within global operations in multicultural companies. I love traveling, cycling and reading biographies.

PROFESSIONAL EXPERIENCE

Ubits Learning

Sales Operations Lead

Aug 2022 – present

Remote

- Identification of risks and opportunities in the commercial operation and GTM strategy, looking for a better performance of the Sales team. Establish objectives and assure best practices to enable or improving sales monitoring and forecasting capabilities.
- Develop and deliver visualizations allowing engagement of business partners in an efficient Sales Pipeline Management.
- Calculate the variable compensation of the commercial team.

La Haus

Sales Operations Lead

Oct 2021 – Jul 2022

Medellín, Col

- Help define growth strategy and turn it into operating plans, having clear and measurable targets. Build key analyses and reports to enable faster senior-level decision making.
- Performance analysis on regional sales and marketing teams.

Dyna

Business Intelligence Lead

Jan 2021 – Sep 2021

Medellín, Col

- Lead the BI team to develop analytic capabilities within the company. Collaborate with IT and Sales teams on data quality and DBMS issues.
- Strengthening of using data for decision making across corporate areas. Education and engaging of biz partners as owners on KPI's.

Ternium

Commercial Planning Analyst

Dec 2016 – May 2020

Itagui, Col

- Profitability analysis (products and business units). Client segmentation strategy. CapEx planning for PP&E.
- Lead planning and execution of a 1-year commercial improvement project, where 50% of the Commercial Department processes were redesigned, and an on-premise CRM platform was adopted.

Steel Procurement Analyst

Mar 2016 – Nov 2016

Itagui, Col

- Purchasing of steel products (1 million USD per month) in Colombia and abroad. Participation in pricing strategy. Monitoring Steel prices over the most important markets worldwide.
- Negotiation of legal, commercial and technical agreements with steel suppliers (international). Control of stock shortfalls in managed products

Sales Operations Analyst

Feb 2014 – Feb 2016

Itagui, Col

- Creation of dashboards for monitoring commercial KPI's on product sales results, stock levels and sales team performance.

EDUCATION

- Main

MSc in Systems Engineering

2021-Unfinished, Universidad Nacional de Colombia. Medellín.

Certificate in Financial Engineering

2016 - 2017, Universidad Nacional de Colombia. Medellín.

BSc in Engineering Management

2009 - 2014, Universidad Nacional de Colombia. Medellín.

- Miscellaneous

Full Stack Development - Digital House | Oct 2022 – May 2023 [In progress]

Digital Marketing - Universidad EAFIT | Feb 2021 – Jun 2021

Data Science - Acámica | Ago 2020 – Jun 2021

Agile Methodologies - Certified SCRUM Master International SCRUM Institute | Nov 2020

US History and Academic English Coursework - USC University of Southern California | May 2019 – Jul 2019

TECH SKILLS - OTHER SKILLS

- MS office suite (advanced Excel + basic Access). Google suite.
- Python: numpy, scipy, pandas, matplotlib, seaborn, folium, prophet, statsmodels, scikit-learn, pyodbc, boto3, botocore, io, flask.
- R: TSA, car, forecast, lmtest, FitAR, ggplot2.
- **Visualization:** Power BI, Tableau, Data Studio (Looker).
- **CRM:** Salesforce, HubSpot.
- **Others:** SAP, SQL (intermediate), Knime.

Collaboration

Verbal and written communication

Willingness to learn

Curiosity

Listening

LANGUAGES

Spanish - Native

English - Professional working proficiency - C1

German - Basic

VOLUNTEER AND AWARDS



Business Dev, eTruism, 2019, Los Angeles, CA.

Creation of relationships, communication and dialogue with donors, charities, and community partners in LA to bring in or re-direct donations and identify collaboration in community events.



Global Business Vision 2017

Award granted by more than 60 colleagues of the global training program Young Professionals Ternium.

OTHER PROFESSIONAL EXPERIENCE

[Academy] - EAFIT University - Sapiencia

Academic Instructor (Jun 2021 – Sep 2021)

Course: Introduction to Data Science (Python) [48 h]. Basic contents of statistics and machine learning. [Detailed repo.](#)