

Juan Vicenteño

Enterprise Sales Leader | Strategic Accounts | Data, AI & Digital Transformation | Oracle • SAP • SAS • Enable • Tecmilenio

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PROFILE

Enterprise Sales Leader with 17+ years of experience driving complex consultative B2B and B2G sales across data, analytics, AI and digital transformation solutions. A balanced hunter-farmer leader, I build new markets from scratch while expanding high-value enterprise accounts and driving long-term partnerships.

Proven track record managing territories with 15–30 strategic accounts, building 3–5x pipeline coverage, and closing deals exceeding \$1M USD. Strong ability to bridge business needs and technical solutions, leading multi-stakeholder environments and navigating complex procurement processes including RFPs, tenders and strategic bids.

KEY ACHIEVEMENTS

- Managed annual quotas ranging from \$1M–\$2.5M USD across global technology companies.
- Built and sustained \$4M+ pipeline with consistent 3–5x quota coverage.
- Closed enterprise deals exceeding \$1M USD (avg. ticket \$150K–\$250K USD).
- Achieved 130% quota attainment in first year at Tecmilenio.
- Generated \$4M MXN revenue in first year while expanding into new revenue streams.
- Recognized Top Performer at Oracle and key contributor in strategic accounts.

PROFESSIONAL EXPERIENCE

Tecmilenio | Key Account Manager (Enterprise) | Aug 2024 - Present

- Lead Guadalajara enterprise territory managing 15–30 strategic accounts; opened 10 new enterprise accounts from scratch.
- Achieved 130% quota attainment, generating \$4M MXN in open programs while also driving in-company training and new formal education revenue streams.
- Manage annual quota MXN \$8M with strong YoY growth trajectory.
- Build and maintain pipeline coverage of 3-5x quota with avg. 3-month consultative sales cycles
- Conduct business-driven discovery and training needs assessments aligned to operational and strategic objectives.
- Partner with leading manufacturing organizations such as Flex, Jabil and Sanmina to design customized solutions.
- Lead complex multi-stakeholder sales cycles and cross-functional proposal execution.
- Own end-to-end lifecycle from solution design to delivery follow-up and client adoption.
- Manage 2 direct reports and influence 10+ internal stakeholders.

Enable Global | Senior Account Executive | Jan 2024 – Jul 2024

- Led enterprise sales initiatives positioning SAP Business Technology Platform (BTP) across data, analytics, AI, integration and planning.
- Acted as trusted advisor to CFOs and C-level executives, aligning technology investments with financial and operational outcomes.
- Designed data-driven transformation strategies leveraging SAP ecosystem.
- Positioned enterprise solutions for analytics modernization, profitability and planning use cases

Oracle | Technology Sales Representative | Mar 2019 – Dec 2023

- Managed 20+ strategic enterprise accounts across Government, Energy and Security sectors.
- Delivered 80% average quota attainment with quotas ranging \$1.5M–\$2.5M USD.
- Built and maintained \$4M+ pipeline with 3-5x coverage.
- Closed enterprise deals exceeding \$1M USD.
- Led complex sales cycles involving 8 stakeholders, including C-level executives.
- Navigated and won RFPs, tenders and large-scale procurement processes.
- Positioned data, analytics and digital transformation solutions to improve efficiency and decision-making.

SAS Institute | Account Executive | Aug 2017 – Feb 2019

- Managed \$1M annual quota with 75-90% attainment.
- Positioned advanced analytics (predictive & prescriptive) solutions across Banking, Telecom, Energy and Security.
- Defined data-driven use cases aligned to business transformation initiatives.
- Closed strategic analytics initiatives, including a telecom regulatory data platform and enterprise data solutions for a national security entity.

Oracle | Analytics Sales Rep | Senior Sales Consultant | Associate Sales Consultant | eArchitect
Dec 2008 – Jul 2017

- Progressed from eArchitect intern to Analytics Sales Representative, building a strong foundation across data, analytics and enterprise solution design.
- Recognized as Oracle Top Talent and Data Integration Champion (LATAM).
- Led pre-sales strategy and solution design for analytics, database & packs, big data and integration platforms across LATAM.
- Designed and executed Proof-of-Concept (PoC) strategies, accelerating complex enterprise sales cycles.
- Developed the “One Day PoC” for Endeca Information Discovery, accelerating decision-making and scaling pipeline generation by 6x.
- Delivered executive demos and technical workshops to both business and IT audiences.
- Recognized for leading the first Big Data Appliance deal in Mexico’s public sector (presales, architect and sales rep)
- Closed strategic data initiatives with national security institutions, translating Oracle technology into business-critical outcomes.

CORE EXPERTISE

- Enterprise Sales & Strategic Accounts.
- Consultative Selling & Solution Design.
- Data, Analytics & AI Platforms.
- Pipeline Development (3-5x Coverage)
- Territory Strategy & Market Expansion.
- C-Level Engagement & Value Selling.
- Complex Negotiations & RFP Management.
- Multi-Stakeholder Sales Execution.

EDUCATION

Monterrey Institute of Technology (ITESM).
Bachelor in Computer Systems Engineering.

SALES METHODOLOGIES

- MEDDIC.
- Sandler Selling System
- BANT Qualification.

LANGUAGES

- Spanish (Native).
- English (Professional Working Proficiency).