

# GASTON PERALTA

## Spanish-American Citizen

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## Professional Summary

Energetic Revenue Officer and New Business Development Executive offering a wealth of experience in signing long-term clients. Great knowledge of the complete sales cycle from prospecting to negotiating and signing contracts. Hardworking, educated and willing to go the extra mile to complete any task. High work ethics either individually as well as an effective team player. Results-oriented and ready to take on new challenges while committing to consistent growth. Experienced in developing commercial hubs in Europe and The Americas with new markets and brand recognition.

## Skills

Mentoring and coaching-Strategic planning-Creation of sales comp structures-Territory and account management-New business development-Client relations-Operations Systems and software programs-Customer satisfaction-Marketing strategy-Brand recognition-SalesForce-HubSpot-MsOffice-Sales expertise-Sales pipeline management-Effective negotiator-Team building expertise-Business development and planning-Relationship building

## Education

**Fintech - Certificate - 2020 *Harvard University - Cambridge, MA***

**Master of Arts - Management - 1987 *University of Kent, Canterbury Campus - England***

**Industrial Engineering - Bachelor of Science - 1985 *UACA - San José Costa Rica***

**Agroindustrial Certificate Master's Program - 1984 *INCAE- San Jose Costa Rica***

## Work History

***Preventor - Miami, FL Business Development Executive - June, 2022 to Present***

Responsible for developing and maintaining business relationships at all levels including resale relationships across Latin America, as well as identifying new revenue streams. Developed new business opportunities by effectively communicating product lines to leading international corporations.

Signed new clients and expanded the market to include new geographic endeavors. Identified key corporate accounts and presented Preventor's profile, technical qualifications, and financial offers through various areas. Generated new business opportunities while developing new sales and marketing strategies and achieving sales goals. Worked with the marketing team to develop market plans and strategies for the company's products and services.

***Datapro, Inc. - Coral Gables, FL Sales Director, Business Development - Nov, 2020 to April, 2022***

Revenue models, process flows, operations support, and customer engagement strategies were all under my control. Maintained active contacts and promoted profitable offerings by consistently servicing accounts and cross selling to existing client portfolios. Exceeded product sales goals by 200%.

Compiled product, market, and customer data to forecast accurate sales and profit projections.

Increased team and company profits by cultivating and strengthening relationships with industry partners and

potential clients.

Negotiated, prepared, and signed contracts with clients.

Kept track of weekly sales in order to write detailed reports for senior management and streamline operations.

Closed over \$20,000,000 in sales and devised effective policies to continue the revenue growth through the introduction of digital banking as the way forward for DataPro.

### **Business Development Executive - *Provenir Global* - Parsippany-NJ - Sept, 2018 to June, 2020**

Launched Provenir Latin American Hub.

Oversaw and mentored a team of 5 Sales and Sales Support associates..

Signed first deals of the assigned territory.

Worked with the marketing team to develop market plans and strategies for the company's products and services.

Collaborated with internal teams to achieve specific business objectives.

Managed key stakeholders and suppliers' accounts, serving as a point of contact, cultivating strong client relationships, monitoring service levels through regular internal and external communication, customer service, and customer retention

### **Territory Manager - July, 2016 to September, 2018 *Global Payments* - Miami, FL**

Achieved Vesting in less than the 2 year average.

Actively developed, managed and mentored new business units and VAR/FI partnerships.

Continuously exceeded the new sales quota.

Experience with large corporate accounts with many components that needed supervising including implementation and training of final users. Promoted different hardware products owned by Global/Heartland Payments.

Collaborated with cross selling by signing Payroll/HR solution deals.

### **VP, Business Development - December, 2008 to March, 2013 *ION/Financial Services US.* - Horsham, PA**

Successfully opened the Latin American Market.

Closed numerous deals in Central and South America.

Increased Sales over 100% YoY by Opening New Markets in Latin America including the launching of a very successful Mexican Hub. Latin America became the most successful market with over 8 new logos and the incorporation of over 26 new clients through acquisition in Mexico.

Managed all sales and marketing strategies.

Increased Overall Revenue cross selling to existing clients as well as developing new markets by opening new territories.

Engaged new Partner Relationships and helped with the development of product versions for different markets.

Researched and identified account growth, account penetration, and market expansion opportunities.

### **Latin America and Caribbean Sales Executive - January, 2003 to November, 2008 *Misys Software Solutions* - New York, NY**

Managed relationships for Retail and Wholesale Banking generating new sources of income.

Conducted all Business Development activities for the Treasury and Capital Markets products .

Signed new Treasury and Capital Market clients cross-selling to existing core banking portfolio.

Generated first sales to indigenous banks including the development of new territories for Misys Products. Increased revenue with Cross Selling of Misys products.Signed largest client in the Caribbean for Misys core-banking solutions.

References upon Request or visit linkedin profile