GERMAN VELASQUEZ

Commercial Director • Go-to-Market • Business Unit Director • Regional Manager • Strategy Director • Coach
Miami, FL - Cali, Col | German.velasquez@gmail.com | +57 300 3300111 | +1 786 556 1328
linkedin.com/in/germanvelasquez



EXECUTIVE PROFILE

Over 20 years leading commercial operations in telecommunications, with responsibility for teams of up to 1,048 people, annual budgets of up to US$700 million, sales channels, and regional expansion projects at Claro and Tigo Une.

Since 2024, I've led Grupo Estrategia y Marca LLC, working as a Business Consultant on growth strategy, commercial transformation, CRM, customer experience, and AI automation for organizations across different industries.

Systems Engineer with a double MBA. I bring together commercial leadership, customer insight, data, and technology with team development to drive sales, market share, and profitability.

AREAS OF EXPERTISE

Commercial Leadership & Business Strategy · Go-to-Market · Omnichannel Sales · Customer Experience & Customer Journey · Budget Management & Profitability · Leadership & Organizational Transformation · Commercial & Digital Transformation

PROFESSIONAL EXPERIENCE

Business Strategy Director — Jan 2024 – Present

Grupo Estrategia y Marca LLC (estrategiaymarca.com)

Business consulting in growth and commercial transformation — strategic advisory for companies that want to sell smarter, not harder, integrating commercial strategy, CRM, and AI automation.

- Growth strategy advisory for companies in education, telecommunications, healthcare, R&D, and technology
- Optimized the customer journey for a technology company: +12% in placements, +8% in sales, -23.4% in zero-sales points
- Supported the commercial strategy of a dental clinic through CRM and digital marketing: +15% in EBITDA, +US$60,000 in additional revenue
- Worked on the commercial strategy of an educational institution: +21% in total sales

Consulting engagement for an R&D company headquartered in Cambridge (UK), with offices in the US and China and clients in more than 33 countries. Scope: growth strategy, CRM transformation, customer journey redesign, and international event strategy.

- Supported the reorganization of roles (RACI) and a coordination framework between Commercial and R&D
- Mapped the Customer Journey and supported CRM implementation and automation (pipeline, SLAs, and reporting)
- Took part in structuring the growth plan, targeting £1,000,000 by 2026
- Trained team members from China, France, India, the US, the UK, and Colombia in Cambridge on Prince2-based project management (PRojects IN Controlled Environments), teamwork, and strategic communication with NLP elements

Regional Director, Centro-Oriente, Mass Market Unit — Aug 2019 – Jan 2024

Claro Colombia | Based in Bogotá and Bucaramanga

Commercial leadership of the Mass Market Unit in the Centro-Oriente region.

- Led 1,048 team members, US$700M annual budget, 21.5% market share
- Omnichannel strategy with 75 direct points of sale and 46,000 indirect
- Great Place to Work score up from 87% to 92%
- FTTH network rollout across 9 municipalities (~US$9.5M), reaching 25% penetration in the first year
- Managed US$3.6M annually for the rollout of an average 60 network stations

Regional Director, West Region — Feb 2019 – Aug 2019

Avantel S.A.S. | Based in Cali

Commercial leadership of the West region.

- +5% annual growth through door-to-door and retail sales strategies
- Optimized customer loyalty and experience processes
- Built strategic alliances across 6 departments in the West region and the Coffee Axis
- Aligned commercial and technical teams for regional execution

Tigo Une — Aug 2003 – Dec 2018

Led commercial strategy across 15 departments in the East and Southwest regions, with up to 890 team members.

Territory Director, Southwest — Dec 2013 – Dec 2018

Based in Cali

- Grew market share from 4% to 7% in the Southwest and from 9% to 12% in Cali
- Great Place to Work score up from 64% to 92%
- Network of 80+ direct points/agents and 42,000 TAT outlets
- Led a US$1M network improvement project in Cali, gaining +2% penetration

Territory Director, East Region — Aug 2003 – Dec 2013

Based in Bucaramanga

- +21% revenue in managed accounts, +34% total revenue
- Great Place to Work score up from 76% to 90%
- Developed distributors and direct sales force

EDUCATION

MBA in Business Administration and Management, MBA in Digital Marketing and e-Commerce, Specialization in Coaching and NLP – Universidad Isabel I de Castilla (2020) | Master in Leadership and Organizational Development – EIDHI International School (2016) | Specialization in Business Management – UDES (2000) | Specialization in Software Engineering – UIS (1998) | Diploma in Business Innovation – Universidad Distrital (2024) | Systems Engineer – UIS (1994)

CERTIFICATIONS

International High-Level Coach – ICF (2017) | Licensed Master Practitioner in NLP – Richard Bandler (2016) | Licensed Practitioner in NLP – Richard Bandler (2016) | Mentor, Bogotá Chamber of Commerce (2021) | Professional refresher in Applied AI and Automation: AI Automation – Coderhouse (2026, 8 weeks)

TECHNOLOGY STACK

AI Automation/Integration: N8N, Make | **Applied AI:** OpenAI Codex, Claude Code, AI Agents | **CRM/Automation:** Salesforce, HubSpot, Kommo, GoHighLevel | **BI/Data:** Advanced Excel, Power BI, Tableau, Google Analytics | **Marketing:** Meta Business Suite/Ads, TikTok Business, Google Ads

LANGUAGES

English – B2 (Upper Intermediate)