

# Santiago J. Campo

Palo Alto, CA • (912) 541-1443 • [campoortega@hotmail.com](mailto:campoortega@hotmail.com)



LinkedIn

## Business Development/Strategy

Accomplished professional with over 5 years of experience in business development, sales, strategic partnerships, and management across the manufacturing, technology, hardware, software, platform, and semiconductor sectors. Proven track record in driving revenue growth, developing innovative sales strategies, managing high-profile client relationships, and bringing new products to market. Expertise in international market strategies, particularly focusing on the US and Latin American markets. Known for strong analytical insights, problem-solving capabilities, and the ability to articulate complex technical, business, and financial data to various stakeholders. Notably managed sales teams to generate over \$20M of ARR in corporate revenues.

*Core: Market Strategy, Strategic Planning, B2B Sales, Partnership Negotiations, Vendor Management, Business Development, Product Strategy, Cross-Functional Collaboration, Go-to-Market Plans, Channel Development, Joint Product Marketing, New business development, Lead generation, Qualifying leads, Relationship management, CRM, ERP, Cloud SaaS, AI integration, automation.*

## EXPERIENCE

### High Quality Marketing Intelligence- Wise Meetings Palo Alto, CA

2022- Present

*Marketing Consultancy agency for top Information technology companies generating open market for Latam.*

#### Co-Founder – CPO

Managed a global team of 25 employees, including sales, engineering, legal and marketing.

- Boost efficiency by 3X, automating 80% of current operations, by leading development of new AI product “Wise Meetings”.
- Successfully managed operations for 24 countries in Latin America through strategic planning and partnerships.
- Improved demand generation timeline by 92%, from 12 weeks to 1 week, through strategic planning and digitalization.

### North American Plastics - Port Plastics. Santa Clara, CA

2020-2023

*Largest distributor of engineer plastics and semiconductor materials in the world.*

#### Key Account Manager

Managed top-tier IT, manufacturing, semiconductor, and medical accounts as; Apple, Tesla, Intuitive Surgical and direct partners to Intel.

- Expanded portfolio over 700%, from \$2.5M to \$20M in 3 years, by expansion of sales channels and innovative sales strategies.
- Constantly exceeded sales quota, by bringing extra \$800k of ARR during year 1, through excellence in full-life sales cycles.
- Increased product margins, 10% YoY, by establishing global partnerships, negotiating contracts, and overseeing regulatory affairs.

### Credico. Atlanta, GA

2018-2020

*Credico is the world's leading face-to-face customer acquisition agency.*

#### Corporate Sales Trainer

Led B2C sales team in the launch of 3 different white label sales campaigns within a year for fortune 100 companies.

- Recipient of the Best Seller of the Nation award, superseding sales quota by 200% MoM, by upselling customer base.
- Weekly acquisition of new customers, worth over \$7K ARR, through high performing coaching and team management.
- Promoted during the first week of employment, from entry level to junior level, through quick adaptability and leadership skills.

### SuccessWay. Bogota, Colombia

2017-2020

*Study Abroad advising agency.*

#### Founder – CEO

Build company from scratch, expanding partnership and customer base to 7 different countries 3 continents.

- Generated exponential brand awareness, achieving a digital organic growth rate of 200% month-over-month during the first year.
- Drastically reduce the cost of operation by 20% in the first year, through vendor management and strategic partnerships.
- Increase product margin 3X and reduce end user cost by 20% by bringing key operation in house and strategic partnerships.

## EDUCATION

Co-enrolled at Stanford University and Dominican University of California, pursuing an M.B.A (Graduation Summer 2023)  
Georgia Southern University, BBA, Entrepreneurship & Innovation – Marketing Sales. 4.0 GPA Summa Cum laude. 2021

## ADDITIONAL

Fellow at Stanford University Cardinal Venture Accelerator and Graduate School Business Venture Studio Incubator.  
Native proficiency in Spanish and English. Elementary proficiency in Portuguese and French.  
Former President Pi Sigma Epsilon Business and Sales Fraternity Lambda chapter.