

FLAVIO SFORCIN

AI-Native Go-to-Market & Business Development Executive | Enterprise Sales & Strategic Partnerships | LATAM

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Executive Summary

Commercial executive with 15+ years building go-to-market engines, closing complex enterprise deals, and expanding technology and SaaS products across Latin America, including leading LATAM sales for a US-based AI SaaS startup. Pairs a proven revenue record, built on a R\$84M flagship contract worth around US\$15M and multiple zero-to-pipeline builds, with hands-on, working knowledge of applied AI and executive AI education at Wharton. Brings the commercial experience AI and technology companies need to win enterprise customers in markets where the gap is rarely the technology and almost always adoption, trust, and execution on the ground.

Fluent in English and Portuguese; intermediate Spanish.

Core Competencies

- Enterprise & Complex B2B Sales
- Go-to-Market Strategy & Execution
- Strategic Partnerships & Channel Development
- LATAM Market Expansion
- SaaS Product Adoption & Commercial Rollout
- Multi-stakeholder Negotiation (SPIN, BANT, MEDDIC)
- CRM & Sales Digitalization (Salesforce, Dynamics, Siebel)
- Cross-cultural Executive Communication
- Building & Leading Commercial Teams

Selected Achievements

- Secured an **R\$84M, about US\$15M international contract** through strategic bidding leadership and high-stakes negotiation.
- Turned around a stalled **LATAM commercial** operation for a US-based AI SaaS startup: cut non-converting pilots, prioritized the pipeline, and renewed the company's largest contract through a pre-merger transition.
- Scaled a construction-tech startup from zero to a **R\$15M, about US\$2.8M pipeline in 7 months**.
- Delivered a pilot generating **R\$35M, about US\$6.5M in revenue impact** while cutting client fixed costs by 25%.
- **Doubled automotive market share** managing a 200+ franchisee network.
- Expanded consumer-goods distribution, lifting sales **30% in 18 months** via a geographic-coverage strategy.
- Created the sales function at a real-estate company, driving **25% annual revenue growth**.

Professional Experience

Business Development Director

Aug 2023 – Present

Unique Consulting - Automotive & Organizational Strategy

- Board-level commercial strategy and long-term planning for automotive-sector clients.
- Partnership development, distribution-channel design, and complex deal structuring (RFQ / RFI / RFP).

Executive Director

Jun 2024 – Nov 2025

AK Supply - Construction tech & Sustainable products

Brazilian company backed by investors from a local unicorn / Fixed-term 18-month contract

- Built the entire commercial operation from scratch: team, GTM strategy, and distribution channels.
- Grew commercial pipeline to R\$15M+ within 7 months of launch.
- Forged strategic partnerships driving tech-based, sustainable market expansion.

Business Development Executive

Jan 2022 – Jul 2023

Softtek - Digital transformation / Technology services

- Led the insurance vertical, owning the enterprise client portfolio and key-account relationships.

- Ran enterprise market research and senior-stakeholder engagement to open new business.

Key Account Manager & Sales Leader for Brazil and LATAM

Dec 2020 – Dec 2021

Foxtrot Systems - AI-Driven SaaS / Supply Chain

US-Based Startup / Fixed-term 12-month contract

- Took over and refocused the company's LATAM commercial operation: cut pilots that weren't converting, prioritized a backlog of leads and accounts, and concentrated on the highest-value clients across Latin America.
- Renewed the contract of the company's largest client and supported pre-merger commercial initiatives.

Co-Founder & Commercial Director

Sep 2017 – May 2020

Forward Consulting – Startup focused on innovative solutions for the automotive industry

- Co-founded and led commercial expansion from concept to market, tripling the customer base in year one.
- Automated financial-analysis processes for automotive suppliers and distributors.
- Played a key role in fundraising and investor relations.

Business Unit Head

Apr 2017 – Sep 2017

Solera

- Owned P&L, defined business-unit strategy, and led cross-functional operations.

Business Development Manager

Feb 2012 – Aug 2016

Stellantis Group (PSA Peugeot Citroen) – Global automotive manufacturer

- Structured the expansion of dealerships, increasing revenue and reducing fixed costs.
- Led the "Bi Marca" dual-brand dealership integration project, boosting revenue and eliminating redundancies

National Sales Manager

Oct 2010 – Jan 2012

GWI Real Estate

- Established sales operations in Brazil from the ground up; created the sales department, driving 25% annual revenue growth.

Earlier Career:

- Regional Sales Manager — **Michelin Tires** / Marketing Analyst — **PwC** / Trainee — **Itaú-Unibanco**

Applied AI Practice

Independent Applied-AI Initiative

CallTheShots - Self-directed practice · calltheshots.ai

Self-directed work to build hands-on fluency in how large language models behave in real commercial contexts:

- Designing and testing prompt frameworks for business scenarios: negotiation, objection handling, and executive outreach.
- Sparring practice: pressure-testing model outputs past agreeable answers, the failure mode research calls sycophancy, until they meet senior-professional standards
- Evaluating and comparing outputs across leading LLMs (GPT, Grok, Claude, Gemini and Perplexity) against senior-professional standards.
- Producing before/after behavioral demonstrations that show how field experience sharpens AI communication.

Education & Certification

- AI Strategy and Governance — Wharton, University of Pennsylvania
- Artificial Intelligence for Business — Wharton, University of Pennsylvania
- Successful Negotiation — University of Michigan
- Leading People and Teams — University of Michigan
- Start Writing Prompts like a Pro — Google
- MBA — FAAP
- B.A. in Advertising and Marketing — Mackenzie Presbyterian University