

# Mané Gallo

## Business Growth, International Expansion & Partnerships

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**Results-driven leader** with 10+ years **scaling B2B SaaS, e-commerce, and start-ups**, driving measurable business growth. Expertise in **strategic vision, data-driven decisions, and forging high-impact partnerships**. Led **GTM strategies in APAC & EMEA, achieving 32% YoY growth**. Skilled in venture incubation, **negotiating 7-figure deals** and leading 50+ multicultural teams. **Google Data Analytics certified**, leveraging SQL, Excel, Tableau, Power BI, R, and Python. **Fluent in Spanish & English**, with a proven track record of turning ambitious goals into profitable outcomes.

### Skills & Areas of Expertise

- Client Relationship Management
- Strategic Commercial Planning
- Data-driven Decision Making
- Global Business & Expansion
- Leadership & Team Management
- High-value Sales & Negotiation
- Agile Methodology
- Sales Development & Pipeline Generation
- Cross-functional Leadership
- SaaS Environments
- Data Analysis, Visualization & Storytelling
- KPI Analysis & Reporting

### Professional Experience

#### BALSAM BRANDS - Dublin (Ireland) / Remote

FEBRUARY 2022 - FEBRUARY 2025

- **Lead Account Management & International Growth - B2B & Wholesale Partnerships**
  - **First 12 months** → Successfully generated **new revenue streams by creating complex deal strategies** with retailers such as Harrods or Bloomingdale's
  - **Partnerships** → **Boosted retail purchase order value by +216% and expanded product categories 5x in 2024.**
  - **B2B** → Spearheaded a comprehensive sales strategy, achieving a **32% YoY increase in international revenue** by 2024 while optimizing market penetration and client engagement.
  - **Expansion** → Created and led the **Go-to-market strategy for the MENA & APAC regions**, analyzing potential value and identifying strategic growth opportunities.

#### KAIJU Group (EVAD & KAIJU Entertainment) - Malaga (Spain) / 12 Month Contract

FEBRUARY 2021 - FEBRUARY 2022

- **Group Strategic Partnership Consultant**
  - Developed and executed **go-to-market SaaS strategies for international expansion**, leading successful mergers and acquisitions that **positioned the company as a leader in the Video Game and Ed-Tech sectors.**
  - **Developed financial models** and business cases for new initiatives, forecasting revenue and profitability.
  - **Managed stakeholders expectations and over 50 employees**, expanding online presence in the MENA region.

#### CELS GROUP LTD. - Dubai (U.A.E) / Hybrid

SEPTEMBER 2016 - JANUARY 2021

- **Group Business Director (acting GM)**
  - **Directed the strategic growth of the Group, achieving a 70% increase in operational scale within 12 months** by implementing robust commercial strategies and expanding into new international markets.
  - Directly **responsible for a multicultural HQ office of +30 staff**, along with general coordination between the 5 international offices. (Remote work).
  - **Incubated 2 new SaaS Business Units**, creating additional revenue streams aligned with existing ones.
  - **Promoted due to outstanding performance and direct contribution to the Group's growth.**

- **Sr. People & Sales Strategy Consultant**

- Directly responsible for **business incubation, including hiring, coaching, and mentoring a full sales team**, establishing KPIs to measure success, and analyzing performance data to drive continuous improvement.
- **Formulate annual plans**, implementing and contributing to possible changes that will result in a higher productivity

## DANSULT MANAGEMENT CONSULTING GROUP. - Dubai (U.A.E.) / Remote

DECEMBER 2013 - SEPTEMBER 2016

- **HR & Business Consultant to Talent Scouting & Development (Start-ups & Mid-Market)**

- Working under contracts for several local and international firms over the time as a **Tech Recruiter, Business Sales & Strategy and overall process optimizations**.
- **Surpassed all metrics for Performance Vs. Quota, Year-Over-Year Revenue Growth**, Year-Over-Year Market Share Growth and Customer Satisfaction
- **Integrating “People Ops Management” by unique SaaS Solutions** such as (ShopperInput) - Tech Senior-level Recruitment and direct sales as a main focus of projects.

## JETEX FLIGHT SUPPORT - Dubai (U.A.E)

JANUARY 2012 - DECEMBER 2013

- **Head of Digital Marketing & Customer Success - European Markets**

- Rapidly increasing the accounts from 70 to +150 within the first year, through a **customer-centric strategy**.
- Successfully **created from scratch the online presence and branding recognition for the company**, developing the digital marketing department based in the headquarters.

## Learning Journey

### GOOGLE CAREER CERTIFICATES - Online | January 2025

*Google Data Analytics Specialization - SQL, Excel, Tableau, Power BI, R & Python*

### EUROPEAN UNIVERSITY OF BUSINESS - Munich (Germany) & Barcelona (Spain)

*BBA Bachelor on Business Administration & Management*

### GRAND RAPIDS COMMUNITY COLLEGE - Michigan (U.S.A.)

*International Business Trade & Commerce*

## Entrepreneurial Achievements - Start-up

### 'AGORA MÉDICA' ED-TECH ONLINE PLATFORM - Europe & LATAM Region

*Co-Founder - (Business sold to investors in 2014)*

- Created, developed and fully managed an online platform that aims to gather professionals of a common specialization and provide online courses and certifications accredited by top universities of Spain, Mexico and Colombia.

### 'LANE LEGENDS' MODERN-CLASSIC CAR SCOUTING - Dubai (U.A.E.)

*Co-Founder*

- Tailor-made professional service of 'your dream's scouts' that brings the vehicle you always dreamed of as a child to your doorstep.

## Additional Information

**Nationality** → Spain (European)

**Availability** → Fully available & able to relocate worldwide.

**Hobbies** → World Exploring (+85 countries), Health & Fitness, eSports, Data Analysis & AI, Networking.