

Filipe Baltazar MBA



Visionary commercial and transformation leader with over **15 years** of international experience driving **\$200M+ in revenue growth**, strategic partnerships, and digital transformation across Telecommunications, SaaS, and Technology sectors.

Recognised for leading high-performing teams, building recurring-revenue models, and delivering sustained profitability. At e&, achieved **13% YoY growth**, rebalanced portfolio exposure, and strengthened the Vodafone partnership to expand regional market reach. alliances across multi-market ecosystems.

Creating “win-win” partnerships even with competitors, developing sales enablement infrastructures, and introducing SaaS and subscription pricing models prior to existence.

Global Sales Leadership	P&L Management	Digital & AI Transformation
Strategic Planning	Pricing & Profit Optimisation	Recurring Revenue Modelling
Business Expansion	Complex Deal Negotiation	SaaS Monetisation
Strategic Partnerships	Enterprise Sales Leadership	Business Process Reengineering
Team Leadership	Margin Uplift & Increase	New Market Entry
GTM – Go to Market	Cross-Functional Collabs	Corporate Sales & BD

Career Overview:



Senior Director – International Sales (Global)

[e& \(Etisalat\)](#)

| Dubai, UAE | JUN 2022 – Present



Enterprise Sales Director (Southern Europe and Middle East)

[Salesforce](#)

| FEB 2022 – MAY 2022 (0y, 4mo)



Director of Corporate Sales (B2B, G2G) (Global)

[Vodafone Group](#)

| SEP 2016 – JAN 2022 (5y, 5mo)



International Business Development Manager (Global)

[OGMA – Embraer Group](#)

| JAN 2012 – JUN 2016 (4y, 7mo)



Global Sales & Business Development Manager (EMEA)

[Vision-Box \(Amadeus Group\)](#)

| AUG 2009 – DEC 2011 (2y, 5mo)



After-Sales & Service Manager (Portugal & Southern Europe)

[Samsung](#)

| AUG 2005 – AUG 2007 (2y, 0mo)



Software Engineer | Software Developer – Portugal

[Siemens](#)

| Lisbon, Portugal | MAY 2004 – AUG 2005 (1y, 3mo)

Education, Certifications & Professional Affiliations:

Master of Business Administration (MBA)

The Catholic University of Portugal

| Portugal |

Masters in Electrical and Computer Science Engineering

University of Lisbon

| Portugal |

Leadership Development Programme

Lisbon School of Business and Economics

| Portugal |

CERTIFICATIONS & COMPLIANCE

- AI for Business Strategy – EDX, IBM
- Certified Sales Leader (CSL) – Korn Ferry
- Digital Transformation & Cloud Strategy – Vodafone
- Salesforce Accredited Sales Professional – Salesforce University

EXECUTIVE CAREER ACHIEVEMENTS

- Delivered \$100M+ in closed and renewed deals.
- Generated 13% YoY revenue growth at Etisalat (2023).
- Pioneered the transition to recurring revenue resulting in a 300% revenue increase.
- Closed the largest SD-WAN deal (€13M) in Southern Europe.
- Created over 13 training and enablement programmes, training 240+ professionals in enterprise sales, GTM strategy, and customer engagement.
- \$9M Saving: implemented a sustainable cost-optimisation model still active.
- \$3.5M Sales Uplift and \$2.8M Recurring Revenue; Forged cross-competitor alliances.
- \$10M+ Revenue Stream: UAE and Europe Cross Border growth initiative.

Chief Commercial Officer | Vice President – Strategy & Growth | General Manager – Commercial & Transformation | Regional Director – Enterprise Sales | Head of Strategic Partnerships & Alliances | Commercial Director – Digital Transformation |

UAE Golden Visa

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[LinkedIn](#)

[Resume Website](#)

Skills

- Organisational Transformation
- Commercial Governance
- Business Performance Optimisation
- Stakeholder Influence
- Executive Communication
- Risk Management & Contract Structuring
- Team Mentorship & Development
- Data-Driven Decision-Making
- Forecast Accuracy

Technical Skills

- Salesforce, SAP, Oracle, MS Dynamics
- Tableau, Power BI, ChatGPT API Integration
- Microsoft Project, MS Visio, Asana, Zoho Projects
- Microsoft 365 Suite, Zoho Mail, Slack, Google Workspace, SharePoint
- AWS, Azure, n8n, Make.com, HubSpot Integration, C++, Perl

Industry Experience

- Telecommunications & ICT
- Technology & Cybersecurity
- SaaS, Cloud & Digital Transformation
- Artificial Intelligence & Emerging Tech
- Aviation & Aerospace (MRO & OEM Partnerships)
- Security, Biometrics & Identity Management
- Consumer Electronics & Smart Mobility

Personal Info

Nationality: Portuguese
Marital Status: Married
Dependants: 2
Age: 45
Driving License: Yes

Languages

English (Fluent)
Portuguese (Fluent)
Spanish (Fluent)

Senior Director – International Sales

Vice President of Global Sales (B2B, G2G) | Head of Strategic Corporate Accounts

Company: [e& \(Etisalat\)](#) • **Location:** Dubai, United Arab Emirates • **Dates:** June 2022 – Present

UAE's leading telecommunications and global technology group powering international connectivity and enterprise digital transformation.

Industry: Telecommunications & Technology | **Company Size:** 40,000+ employees |

Reporting To: Senior Vice President – Enterprise Sales | **Team Size:** ~30 | **Direct Reports:** 6

Region: MENA

Departments Overseen: Enterprise Sales, Business Development, Strategic Partnerships, Solutions/Pre-Sales, Customer Success/Experience, Consultative Selling

Responsibilities

- **Commercial leadership:** Directed enterprise revenue strategy and pipeline execution across priority verticals; stewarded P&L levers, pricing and deal governance for complex multi-year contracts.
- **Portfolio strategy:** Led revenue-mix optimisation and vertical diversification; expanded growth propositions including M2M/IoT, Connected Cars, CCaaS and Multicloud to strengthen annuity base.
- **Alliance management:** Owned strategic ecosystem partnerships with global carriers and technology providers; served as UAE SPOC for the Vodafone partnership to coordinate joint GTM.
- **AI & systems enablement:** Embedded AI-assisted forecasting, CRM hygiene, and funnel analytics to improve predictability and conversion; standardised enterprise cadence (QBR/MBR).
- **Stakeholder management:** Orchestrated cross-functional delivery with Legal, Finance, Operations and Product to accelerate time-to-value and de-risk execution.
- **People & capability building:** Led ~30 staff across sales and solutions; instituted enablement programmes and coaching frameworks to raise win-rates and renewal outcomes.

Key Achievements

- Delivered **+13% year-on-year growth (2023)** with margin uplift through disciplined portfolio and pricing actions.
- Closed/renewed **USD 100M+** in enterprise contracts including **ADNOC / Core42, Geely (Connected Cars), Etihad (CCaaS), Landmark Group** and other marquee accounts.
- Rebalanced sector exposure, reducing reliance on public sector from **~65% to ~55%** while expanding resilient enterprise annuities.
- Appointed **Single Point of Contact (SPOC)** for **Vodafone Global Partnership** in the UAE; aligned joint GTM and opportunity mapping to unlock multi-market synergies.
- Designed and rolled out **4 enablement programmes**; trained **150+** employees across sales, solutions and customer success to institutionalise complex-deal playbooks.

Regional Account Director (B2B)

Enterprise Sales Director | Strategic Account Director (SaaS Solutions)

Company: [Salesforce](#) • **Location:** Lisbon, Portugal • **Dates:** February 2022 – May 2022

Global leader in cloud-based CRM and customer engagement solutions, empowering digital transformation for Fortune 500 and high-growth enterprises.

Industry: SaaS / Cloud Solutions • **Company Size:** 70,000+ employees • **Reporting To:** Regional Vice President – Enterprise Accounts

Scope: Southern Europe & Middle East • **Departments Overseen:** Enterprise Sales, Digital Transformation, Customer Success

Responsibilities

- **Enterprise engagement:** Led consultative transformation initiatives for large-scale enterprise clients transitioning to Salesforce cloud ecosystems across Portugal and Spain.
- **Digital strategy:** Defined cloud migration roadmaps and workflow automation architectures integrating Marketing Cloud, Sales Cloud, and Service Cloud for enterprise customers.
- **Solution design:** Partnered with cross-functional solution engineers to align CRM integration with client-specific KPIs, business models, and data-governance requirements.

- **Partnership enablement:** Collaborated with system integrators and channel partners to accelerate implementation timelines and enhance post-deployment adoption.
- **Value delivery:** Produced measurable business impact through process simplification, automation, and pipeline visibility improvements for client leadership teams.

Key Achievements

- Delivered and completed a **high-impact digital transformation mandate** within four months, exceeding client adoption targets and implementation KPIs.
- Designed a **multi-country Salesforce rollout** strategy aligned with clients' regional governance models, resulting in faster deployment and higher ROI.
- Enabled **cross-department collaboration frameworks** that improved account visibility and forecasting accuracy by over **25%** (internal metrics).
- Received commendation from the EMEA leadership team for **exceptional adaptability** and **strategic account execution** within a condensed timeline.
- Successfully transitioned from project completion to **Etisalat (e&)**, invited to join as **Senior Director – International Sales** to lead enterprise transformation on a larger regional scale.

Reason for Transition

Got recommended and headhunted by e& (Etisalat) and accepted the opportunity to move to Dubai.

Global Account Director

VP Global Accounts | Head of Corporate Sales (B2B, G2G)

Company: Vodafone Group • **Location:** Lisbon, Portugal • **Dates:** SEP 2016 – JAN 2022

One of the world's largest telecom and IoT providers, serving millions of enterprise and consumer customers across 20+ countries.

Industry: Telecommunications • **Company Size:** 104,000+ employees • **Reporting To:** Director of Global MNC Sales

Team Size: ~12 • **Direct Reports:** ~20 • **Scope:** Europe & international enterprise markets

Departments Overseen: Global Account Management, Solution Sales, Partnerships/Alliances, Customer Retention, B2B GTM

Responsibilities

- **Account leadership:** Managed end-to-end lifecycle of global MNC clients, orchestrating cross-border sales, renewals, and upsell/cross-sell strategies.
- **Offer development:** Defined and launched new mobility & IoT value propositions in conjunction with hardware, platform and service providers.
- **Contract governance & negotiation:** Led pricing, SLAs, legal, and risk mitigation for multi-year, multi-territory agreements.
- **Team enablement & coaching:** Delivered sales enablement, GTM playbook training, and performance frameworks across account teams.
- **Cross-functional liaison:** Drove alignment with product, marketing, delivery, and operations to ensure scalable fulfilment and innovation.

Key Achievements

- Secured **€13M** largest SD-WAN contract (Galp 2019) in Southern Europe.
- Maintained **100% renewal rate** on key enterprise/MNC accounts across tenure.
- Developed a **multi-partner mobility offering** that delivered an estimated incremental **€8M/yr** revenue.
- Launched 2 enablement and GTM training programmes that upskilled ~20 senior executives across markets.
- Recognised as **Best Global Account Director (2019 & 2020)** for performance and client expansion.

Reason for Transition

Alignment with strategic career pathway towards Tech/SaaS industry.

International Business Development Manager

Regional Sales Manager | VP of BD (MRO Division)

Company: OGMA – Embraer Group • **Location:** Lisbon, Portugal • **Dates:** 2012 – 2016

Global aviation and aerospace engineering company specialising in aircraft maintenance, repair, overhaul (MRO), and component manufacturing; part of the Embraer Group.

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Industry: Aviation & Aerospace • **Company Size:** 2,000+ employees • **Reporting To:** Director – Engines & Components MRO

Team Size: 8 • **Scope:** Europe, Middle East & Africa

Departments Overseen: Business Development, International Sales, Strategic Partnerships, Procurement, Project Management

Responsibilities

- **Business development:** Expanded MRO footprint across EMEA through acquisition of new OEM and airline customers, negotiating long-term maintenance contracts and service agreements.
- **Revenue generation:** Delivered multi-year pipeline and recurring portfolio through proactive relationship management and pricing optimisation.
- **Strategic alliances:** Forged collaborative partnerships with competitor OEMs to co-develop MRO service capabilities and joint bids.
- **Proposal & contract management:** Directed tendering, bid responses, and technical-commercial negotiations to secure international projects.
- **Market intelligence:** Identified opportunities in defence and civil aviation sectors aligned with Embraer's growth roadmap.
- **Stakeholder coordination:** Liaised with internal engineering, finance, and supply chain to ensure operational readiness and delivery compliance.

Key Achievements

- Generated €3M in new international sales and secured €2.5M in OEM agreements.
- Established multi-year recurring service contracts totalling **€2.5M per annum**.
- Built competitor alliances that expanded OGMA's addressable market and improved project turnaround by 20%.
- Introduced shared-maintenance cost models reducing client maintenance spend by up to 15%.

Reason for Advancing:

Strategic career advancement back into Technology and Telecom.

Global Sales & Business Development Manager

Regional Sales Director | Head of Solution Sales (Security & Biometrics)

Company: Vision-Box • **Location:** Lisbon, Portugal • **Dates:** 2008 – 2011

Global leader in biometric identification, border control, and digital identity management systems operating across 100+ international airports.

Industry: Security Technology & Biometrics • **Company Size:** 400+ employees

Reporting To: Chief Commercial Officer • **Team Size:** 4 • **Scope:** Europe, Africa, Middle East

Departments Overseen: International Sales, Solution Design, Partner Enablement, Customer Success

Responsibilities

- **Solution innovation:** Designed and commercialised digital identity and border management solutions tailored for national governments and major airports.
- **Revenue transformation:** Transitioned business model from hardware resale to recurring **Solution-as-a-Service (SaaS)** structure with monthly subscription billing.
- **Partnership enablement:** Built distributor and carrier networks to scale across EMEA, creating co-sell and managed-service frameworks.
- **Customer engagement:** Consulted senior stakeholders in aviation security and government sectors to co-create national ID and eGate programs.
- **Team & performance:** Trained and led small international sales unit focused on solution-based consultative selling.

Key Achievements

- Pioneered **SaaS-based pricing model**, introducing per-sensor and per-feature billing, resulting in **+300% revenue growth** (~€2M).
- Delivered national **Electronic Document Control** project valued at **€1M**, improving throughput and compliance for border authorities.
- Created partner sales enablement programmes, training **30+ channel representatives** to sell autonomously.
- Expanded company footprint into 12 new markets across Europe and Africa.

Service Operations Manager

After-Sales Manager | Technical Service Manager

Company: Samsung Electronics

• **Location:** Lisbon, Portugal

• **Dates:** AUG 2005 – AUG 2007

Global leader in consumer electronics, mobile technology, and digital solutions with operations in over 80 countries.

Industry: Consumer Electronics | **Company Size:** 266,000+ employees | **Team Size:** 20

Reporting To: Country Service Director | **Scope:** Portugal & Southern Europe

Departments Overseen: After-Sales Operations, Technical Services, Customer Support, Repair Centres

Responsibilities

- **Service optimisation:** Designed and implemented national after-sales service structure, including authorised service centre network and warranty management.
- **Cost efficiency:** Introduced **component-level repair** policies replacing full-unit swaps, improving margins and reducing warranty costs.
- **Training & capability:** Developed technical training programmes to upskill service engineers in repair diagnostics and process efficiency.
- **Operational performance:** Led field-service KPI monitoring, customer experience improvement, and spare-part supply coordination.
- **Vendor management:** Negotiated SLAs and cost structures with logistics and repair partners to ensure quality and turnaround compliance.

Key Achievements

- Achieved **15% in-warranty cost reduction** (~USD 0.5 M/year), equating to a **USD 9 M cumulative saving** over following years.
- Established national **authorised service infrastructure** still operating as best practice benchmark regionally.
- Created **technical repair curriculum** rolled out to 40+ engineers and service partners.
- Reduced turnaround time by **30%**, increasing customer satisfaction and repeat sales.

Reason for Getting the Job:

Applied, seeking more demanding, strategic career pathway.

Reason for Transition:

To study full-time MBA.

Software Developer

Software Engineer | R&D Engineer (Telecom)

Company: [Siemens](#) • **Location:** Lisbon, Portugal • **Dates:** May 2004 – Aug 2005

Global technology leader in industry, infrastructure, transport and healthcare, recognised for 175+ years of engineering innovation.

Industry: Telecom & IT • **Company Size:** 300,000+ employees • **Reporting To:** Project Team Lead

Team Size: 6 • **Direct Reports:** — • **Scope:** Portugal (national 3G rollout)

Departments Overseen: — (individual contributor; collaborated with Engineering, QA/Testing, Project Management)

Responsibilities

- **Software development & integration:** Built and integrated modules for telecom network applications supporting national **3G** rollout; ensured compliance with performance and availability requirements.
- **Telecom project delivery:** Contributed to end-to-end delivery lifecycle (**requirements → design → testing → deployment**) for the **main telco carrier in Portugal**, aligning deliverables to SLAs and change controls.
- **Stakeholder collaboration:** Worked cross-functionally with **Engineering, QA/Testing, and Project Management** to validate releases, resolve defects, and maintain documentation.
- **Tools & methods:** Utilised **MS Project, Visio**, and standard SDLC practices for planning, process mapping, and release governance.

Key Achievements

- Supported **national 3G programme** for Portugal's leading carrier, meeting quality and launch timelines.

- Recognised for **teamwork and cultural awareness**, contributing to effective delivery in a multi-disciplinary environment.

Reason for Transition

Advanced to **Samsung** to take on a broader role; vendor management, customer-facing mandate in service operations and cost-optimisation.

Key Facts

- **Total Experience:** 15+ Years
- **Regions Managed:** EMEA, Europe, GCC, Africa
- **Team Leadership:** Up to 30 staff (direct & indirect)
- **Direct Reports:** Up to 20
- **Total Trained Professionals:** 240+
- **Courses Developed:** 13+
- **Total Sales Portfolio (Cumulative):** Approx. \$200M+
- **Target Industries:** Telecommunications, AI, SaaS, Fintech, Energy, Aviation

Awards & Recognition

-  **Best Global Account Director – Vodafone Group (2019 & 2020)**
Recognised for exceptional revenue growth, client satisfaction, and expansion of strategic accounts.
-  **Chairman's Circle of Excellence – e& (Etisalat)**
Honoured for surpassing annual revenue targets and leading high-value digital transformation projects.
-  **Innovation Leadership Award – Vision-Box**
Awarded for pioneering the Solution-as-a-Service pricing model and enabling MRR-based scalability.
-  **Service Excellence Award – Samsung Electronics (2007)**
For introducing authorised service centre infrastructure and achieving substantial cost savings.

Deals, Transformations & Enablement Portfolio

Mega-Deals & Strategic Contracts

Client / Partner	Company	Year	Contract Value (Approx.)	Scope / Solution	Outcome / Impact
ADNOC & Core42	e& (Etisalat)	2023	USD 35 M + USD 20 M	Integrated digital connectivity and cloud enablement	Secured multiyear enterprise transformation programme
Geely Motors (Connected Cars)	e& (Etisalat)	2023	USD 25 M	IoT / M2M platform deployment	Introduced connected-vehicle ecosystem in UAE
Etihad Airways	e& (Etisalat)	2022	USD 6 M	Contact-Centre-as-a-Service	Improved CX and digital engagement
Landmark Group	e& (Etisalat)	2022	USD 3 M	Retail connectivity and cloud migration	Achieved operational efficiency and cost reduction
Enterprise Renewals Portfolio	e& (Etisalat)	2022-23	USD 15 M	Renewal uplift	Enhanced recurring-revenue ratio
Galp Energia	Vodafone Group	2019	EUR 13 M	Mobility & IoT solution	Largest regional deal; 100 % renewal success

Client / Partner	Company	Year	Contract Value (Approx.)	Scope / Solution	Outcome / Impact
Multi-Partner Mobility Offering	Vodafone Group	2020	EUR 8 M / yr	Co-sell with Securitas, Bosch & IoT partners	Established recurring multi-partner revenue stream
Vision-Box National EDC Project	Vision-Box	2009	EUR 3 M	eID / electronic document control	Improved border throughput; model replicated in 3 countries
OGMA OEM Alliance Contracts	OGMA – Embraer Group	2014-16	EUR 6 M / yr	MRO service partnerships	Recurring revenue through shared-maintenance models

Transformations & Implementations

Programme / Initiative	Company	Role	Metric / KPI	Result
Portfolio Diversification	e&	Senior Director – International Sales	Public-sector mix reduced from 65 %→55 %	Broadened enterprise base, improved risk balance
AI Sales Forecasting System	e&	Senior Director – International Sales	Forecast accuracy +25 %	Enhanced conversion & predictability
Connected-Car Platform	e&	Senior Director – International Sales	New vertical created	Opened IoT revenue stream
Mobility Services Framework	Vodafone	Global Account Director	€8 M annual recurring	Multi-partner model replicated regionally
SaaS Pricing Transformation	Vision-Box	Global Sales & BD Manager	+300 % revenue growth	Established first Solution-as-a-Service model
Authorised Service Network	Samsung	Service Operations Manager	15 % warranty-cost reduction	~USD 0.5 M annual savings
Competitor Alliance Model	OGMA – Embraer Group	Int'l BD Manager	€2.5 M / yr contracts	New recurring MRO revenue

Strategic Partnerships & Alliances

- Vodafone Global Partnership (e&):** Appointed UAE SPOC to manage cross-border GTM, joint innovation and shared revenue streams.
- Core42 / ADNOC Alliance (e&):** Coordinated enterprise connectivity and AI-driven digital-transformation projects.
- Competitor OEM Collaborations (OGMA – Embraer):** Pioneered co-service alliances expanding MRO network capacity.
- Government & Aviation Authorities (Vision-Box):** Established trusted partnerships enabling eID & border-security projects.

Training & Enablement Portfolio

Programme / Course Title	Audience / Level	Company	Participants Trained	Business Value / Outcome
Enterprise Sales Excellence	Sales & Solutions Teams	e&e	~150	Increased win-rates and renewal ratios
Complex Deal Negotiation Masterclass	Enterprise Account Managers	e&e	40	Improved negotiation margins
Strategic Account Enablement	Global Account Teams	Vodafone	20	Enhanced retention & renewal rates
GTM & Partner Co-Selling Playbook	Partners & GTM Leads	Vodafone	15	Unified cross-market value proposition
Partner Sales Enablement	Channel Managers	Vision-Box	30	Independent selling capability achieved
Technical Repair Curriculum	Service Engineers	Samsung	40	15 % cost reduction; efficiency uplift
Solution-as-a-Service Selling	Product & Sales Staff	Vision-Box	25	Launched SaaS pricing model successfully

Targeted Job Roles:

Chief Commercial Officer | Vice President – Strategy & Growth | General Manager – Commercial & Transformation | Regional Director – Enterprise Sales | Head of Strategic Partnerships & Alliances | Commercial Director – Digital Transformation | Vice President – Revenue Operations (RevOps) | Managing Director – Strategic Markets | Director of Business Development & Partnerships