



DANIEL PAZ

Building Client Growth

CUSTOMER SUCCESS MANAGER · KEY ACCOUNT MANAGER

Conversational AI · Chatbots · CRM

20+ years · B2B · SaaS · Ecuador · Colombia · Spain

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PROFILE

Customer Success Manager and Key Account Manager with 20+ years managing B2B client portfolios, focused on retention, account expansion and product adoption. Specialist in CRM and Conversational AI: CRM platform implementation, conversational flow and chatbot design for WhatsApp and Instagram, and Customer Health Score system building. International experience in SaaS, telecom and fintech across Ecuador, Colombia and Spain.

90%

CLIENT RENEWAL RATE

150%

TARGET ATTAINMENT

20%

ENTERPRISE EXPANSION

\$14M

PORTFOLIO MANAGED

PROFESSIONAL EXPERIENCE

WOMO · Spain

2025 – 2026

Customer Success Manager

MarTech SaaS · Influencer Platform · womo.club

Spanish MarTech SaaS startup connecting hospitality brands with a curated network of 3,000+ influencers through its own app. Managed and expanded active accounts through upsell and cross-sell.

- › Built the Customer Success function with **Customer Health Score** dashboards, NPS and client retention processes measured by KPIs and OKRs
- › Drove business growth by connecting **120+ hospitality brands** with a network of 3,000+ influencers and content creators
- › Identified and captured expansion opportunities, scaling the operations team from 2 to 6 members and building scalable processes
- › Developed new market segments and optimized client acquisition strategies across a **€300K annual portfolio**
- › Analyzed performance data to identify growth opportunities and optimize revenue streams

FasterSales — Official Kommo CRM Partner · Spain

2022 – 2024

CRM & Conversational AI Consultant · Account Management

AI-powered CRM · SaaS · Conversational Sales · kommo.com/es/socios/encontrar-socio/faster-sales

Official Kommo CRM partner. CRM implementation and conversational flow design for companies and startups, combining consultative selling with technical setup, account management and post-sale support.

- › Led the implementation and commercialization of CRM and AI chatbot solutions, onboarding **20+ new clients**
- › Configured Kommo CRM for new accounts: sales pipelines, messaging channel integration (**WhatsApp, Instagram, Telegram**), automations and Salesbots for lead qualification
- › Designed conversational flows and AI-driven sales strategies, consistently meeting commercial targets
- › Generated qualified leads and built strong relationships, achieving a **40% conversion rate** through personalized engagement
- › Ran product demos and trained users, ensuring adoption and retention in every implemented account

Vozy Inc · Colombia

2020 – 2023

Key Account Manager / Partner Growth Manager

Conversational AI SaaS · Voicebots · Speech Analytics · Voice Biometrics

Leading Colombian Conversational AI company. As KAM, managed enterprise key accounts focused on renewal and expansion; as Partner Growth Manager, developed distribution channels and strategic alliances across Colombia, Ecuador, Peru, Chile and Mexico.

- › Achieved a **90% renewal rate** and **30% revenue growth** through cross-selling and upselling in enterprise accounts
- › Presented and sold **voicebot, speech analytics and voice biometrics** solutions to enterprise clients, tailoring the value proposition to each sector's use case
- › Developed strategic account plans driving a **20% revenue increase** in key enterprise accounts
- › Expanded market presence through strategic partnerships and channel development across Colombia, Ecuador, Peru, Chile and Mexico
- › Managed the full sales cycle in key accounts: needs detection, technical demos, negotiation and closing, ensuring platform adoption and retention

Telefónica – Movistar · Colombia

2018 – 2020

Partner Manager · Channel Coordinator

Enterprise Telecom · Connectivity · Cloud · Digital B2B Solutions

Telecom provider with integrated connectivity services. Sold add-on portfolios (McAfee, AWS, Azure, IoT, Office) to B2B clients directly and through distribution channels.

- › Exceeded sales targets by **150%**, earning recognition as 'Best Experience Center Coordinator 2020'
- › Achieved a **110% sales increase** by implementing optimization strategies for assigned business channels
- › Led modernization initiatives, optimizing processes and improving client conversion rates
- › Analyzed market trends and provided key insights to adjust strategies and train the team

Dentix · Colombia

2017 – 2018

Clinic Sub-Manager

Health Services · Dental Clinic Chain · B2C

International dental clinic chain offering comprehensive dental services. Sold and positioned treatments directly to end clients.

- › Led the commercial and operational management of the clinic, coordinating sales, customer service and operations teams
- › Actively managed patient relationships, raising satisfaction by **20%**
- › Implemented management reports and new operational processes that improved center efficiency by **25%**
- › Recognized as **#1 Commercial Sub-Director nationwide**, leading the company's sales ranking

Renting Pichincha · Ecuador

2015 – 2017

National Business Development Director

FinTech · Fleet Management · Grupo Pichincha · rentingpichincha.com.ec

Grupo Pichincha company specializing in operative vehicle and fleet leasing for enterprises.

- › Managed a **\$14M annual business portfolio**, achieving **20% growth** and exceeding targets for **3 consecutive years**
- › Led the national team coordinating commercial strategies and surpassing **110% of budgeted targets**
- › Developed and implemented marketing plans, adapting strategies to market conditions and competition

Renting Pichincha · Ecuador

2011 – 2014

Senior Key Account Manager

FinTech · Fleet Management · Grupo Pichincha · rentingpichincha.com.ec

- › Managed relationships with a portfolio of **50+ corporate clients**, developing business opportunities that drove growth
- › Prepared and negotiated commercial proposals, achieving an **85% success rate** in closing proposals to corporate accounts
- › Fostered new business opportunities, leading the exploration of new markets and client segments

Binaria Sistemas · Ecuador

2010 – 2012

Business Development Representative

Tech Consulting · B2B Distributor: IBM, HP, Lenovo, Apple · binaria.com.ec

B2B technology solutions distributor. Sales and implementation of hardware, servers, cloud infrastructure and enterprise software.

- › Sold technology solutions to optimize business processes, achieving **200% of budget** in the best month
- › Advised enterprises on digital transformation by implementing cloud computing solutions
- › Led business development efforts, managing expansion into emerging markets and establishing partnerships

Cloud Consulting · Ecuador

2010 – 2012

Independent Business Representative

Tech Consulting · ZOHO CRM

Independent sales representative specializing in ZOHO CRM sales and implementation.

- › Prospected and closed new clients, managing the full ZOHO CRM sales cycle
- › Implemented technical solutions and trained users on the ZOHO platform, ensuring enterprise account adoption
- › Provided comprehensive post-sale support, optimizing processes and maximizing client satisfaction

TECH STACK

Tools & Technologies

CRM & Conversational Kommo · HubSpot · Salesforce · Pipedrive · ZOHO · Salesbots · WhatsApp / Instagram Business API

AI & Automation Claude · ChatGPT · Gemini · Conversational flow design · Chatbots · AI lead scoring

Sales & Prospecting LinkedIn Sales Navigator · ZoomInfo · Apollo · Calendly

Analytics & Productivity Tableau · Jira · Notion · Slack · Excel / Sheets

CORE COMPETENCIES

Customer Success · Retention & Renewal (NRR / Churn) · Onboarding & Product Adoption · Customer Health Score · Key Account Management · CRM Implementation · Conversational Flow Design · Consultative Selling · Cross-selling & Upselling · Pipeline Management · QBR & Account Planning · Stakeholder Management

RECOGNITION

Best Experience Center Coordinator — Telefónica – Movistar
2020

Regional Sales Growth Award — Telefónica – Movistar **2019**

#1 National Commercial Sub-Director — Dentix **2017**

LANGUAGES

Spanish — Native

English — C1 Advanced

EDUCATION

Master in Digital Commerce

Universidad Rey Juan Carlos, Madrid

2023

MBA Corporate Finance

Viña del Mar University, Chile

2015

Business & Commercial Engineering

PUCE, Ecuador

2013