

SAMUEL CONSTANTINI

Key Account Manager | B2B SaaS | Enterprise Accounts

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PROFESSIONAL SUMMARY

Results-driven Key Account Manager with 10+ years of experience in B2B enterprise sales, customer success, and revenue growth across global markets. Proven track record managing multi-country portfolios with Fortune 500 clients (Coca-Cola, Walmart, Nestlé, AB InBev), driving ARR growth, reducing churn, and building C-suite relationships. Strong analytical background with hands-on expertise in CRM tools (Salesforce, HubSpot), BI dashboards, and AI-driven automation. Fluent in English, Portuguese, and Spanish.

PROFESSIONAL EXPERIENCE

Key Account Manager - Ailet USA

May 2023 – May 2026

- Led executive-level communication and relationship building across a 7-country book of business (Coca-Cola, Walmart, Nestlé, Merck, AB InBev, OXXO), managing stakeholders from Managers to C-Suite (partners), owning renewal management, contract negotiation, and long-term account strategy.
- Drove +13.3% ARR growth through proactive account planning, consultative selling, and targeted upselling and cross-selling initiatives, while reducing churn by 25.2% across enterprise accounts.
- Owned forecasting and pipeline management, improving revenue predictability and identifying expansion opportunities across key clients.
- Built and maintained 12 performance dashboards using Excel and BI tools in HubSpot, enabling data-driven visibility into customer health, NPS, CSAT, and growth opportunities.
- Implemented AI-driven Python engagement strategies, increasing customer lifetime value by 12+ months and improving retention through lifecycle optimization.
- Acted as Voice of Customer in close collaboration with Product and Engineering, leveraging API knowledge and SaaS architecture understanding to improve product adoption and customer satisfaction.
- Recognized for performance with a formal recommendation letter from the CCO and Sales Director.

Sales Manager - Wattio

May 2022 – May 2023

- Owned the full B2B sales cycle from prospecting to closing and onboarding, driving customer acquisition, pipeline management, and consistent revenue growth.
- Expanded revenue base by +55%, achieving an average ticket of R\$5K MRR per client through proactive account development and relationship building across the customer lifecycle.
- Utilized CRM tools (Salesforce, HubSpot) to manage pipeline, track performance, and improve forecasting accuracy and sales visibility.
- Led a team of 3 across onboarding and RevOps, improving sales efficiency and post-sale activation through cross-functional coordination.
- Closed deals through consultative selling, negotiation, and ROI-driven proposals, engaging senior stakeholders.

Business Development Analyst - ASAAS

May 2021 – May 2022

- Supported sales and customer success with data-driven insights, improving acquisition, retention, and revenue performance across the funnel for one of Brazil's fastest-growing fintechs.
- Identified 500+ high-fit prospects with 90%+ ICP match accuracy, leveraging NLP and Python techniques to target the most profitable customer segments and drive high-value pipeline generation.
- Partnered with SDR, marketing, and sales teams to improve conversion rates and pipeline quality through structured communication and relationship building.
- Built automated prospecting frameworks and optimized Salesforce Sales Cloud / Marketing Cloud workflows, reducing manual effort and improving lead management efficiency.

- Developed BI dashboards and forecasting models in Excel, enabling sales planning and increasing visibility into pipeline and revenue performance.

EDUCATION

B.Sc. Mechanical Engineering – Universidade Federal de Itajubá, Brazil (*Jan 2009 – Dec 2018*)

Specialization Mechanical Engineering – Universität Duisburg-Essen, Germany (*Jul 2012 – Feb 2014*)

Specialization Aerospace Engineering – Universidad Pontificia Bolivariana, Colombia (*Jan 2011- Jul 2011*)

SKILLS & TOOLS

Account Management: Enterprise KAM, Renewal Management, Contract Negotiation, Stakeholder Engagement (C-Suite), Consultative Selling, Upselling & Cross-Selling, Churn Reduction

Revenue & Growth: ARR Growth, Pipeline Management, Forecasting, RevOps, B2B Sales Cycle

CRM & Tech: Salesforce (Sales Cloud, Marketing Cloud), HubSpot, BI Dashboards, Excel (Advanced)

Data & Automation: Python, NLP, AI-driven Engagement, API Knowledge, SaaS Architecture

Soft Skills: Leadership, Cross-functional Collaboration, Voice of Customer, Time Management

LANGUAGES

English: Fluent

Portuguese: Native

Spanish: Fluent

German: Intermediate