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📅 02/01/1980

Skills

Office 365

Windows 11 Enterprise

EMS Enterprise Mobile and Security

Azure Active Directory

Exchange Online

SharePoint Online

Power Platform

Adobe Photoshop

Adobe Premiere

OBS Studio

Google Workspace

AWS

Languages

Spanish

English

Professional Summary

Cloud Business and Sales Leader with 20+ years driving adoption and revenue growth across Partner and Distributor ecosystems. Proven commercial track record in customer-facing sales and alliance enablement, delivering solutions on Google Cloud, Amazon Web Services, and Microsoft Azure for MidMarket and Enterprise customers. Strong focus on consultative selling and go-to-market execution, with a solid foundation in modernization, security, and productivity, backed by active technical and commercial certifications.

Work Experience

ACKSTORM – Cloud Sales Manager

↳ www.ackstorm.com (△ Barcelona, Spain)



📅 April 2024 – Present

- Lead Cloud sales for MidMarket customers, delivering Google Cloud and AWS solutions under a Partner/MSP model.
- Serve as a trusted advisor for Cloud adoption, modernization, and security, aligning business goals with scalable architectures.
- Lead end-to-end sales cycles, coordinating PreSales, Delivery, and Managed Services (CMS) teams.
- Grow existing accounts through cross-sell and upsell of Cloud and professional services, including advanced FinOps capabilities.

TD SYNnex – Cloud Business Development Manager

↳ www.tdsynnex.com (△ Barcelona, Spain)



📅 April 2022 – March 2024

- Drove MultiCloud business growth by enabling Partners to scale their practices across Microsoft, AWS, and Google Cloud.
- Supported Partners in Cloud Services presales, migrations, and Cloud-Native adoption strategies.
- Translated HyperScaler programs into go-to-market initiatives and revenue opportunities for Partners.
- Served as a strategic interface between Vendors and Partners across Spain & EMEA.

SOFtTEK – Microsoft Solutions Architect

↳ www.softtek.com (△ Buenos Aires, Argentina)



📅 March 2020 – March 2022

- Part of a productivity and security practice focused on continuously improving the Customer Experience (CX).
- Collaborated with customers to identify business requirements and define the approach and solutions.
- Regularly produced documentation and functional designs for Modern Workplace initiatives.

ACCIONA IT – Business Development Manager

↳ www.accionait.com (△ Buenos Aires, Argentina)



📅 April 2012 – February 2020

- Supported and contributed to the growth of the customer advisory team by sharing enterprise services insights with other employees.
- Generated opportunities and developed commercial relationships through phone interactions and in-person meetings.
- Collaborated with internal teams and Partners to expand the business and drive incremental revenue, using multiple performance indicators to measure results.

SOFTWAREONE – Business Development Manager

↘ www.softwareone.com (△ Madrid, Spain)



■ *April 2011 – March 2012*

- Contributed to the development of a global enterprise software licensing business, managing 20+ strategic accounts worldwide and supporting the expansion of licensing agreements across their subsidiaries.
- Conducted regular customer visits across Latin America and the Caribbean.
- Established the foundations for a partnership initiative with Service Integrators (VAR Assist program).

DELL COMPUTERS – Microsoft Product Manager

↘ www.dell.com (△ Buenos Aires, Argentina)



■ *May 2010 – April 2011*

- Integrated software into end-to-end proposals alongside hardware and services, with a strong focus on virtualization, cloud computing, and staffing.
- Served as the main point of contact for key strategic vendors in Argentina.
- Earned professional licensing certifications (MCP) and later trained the sales force, including periodic assessments.

MICROSOFT – Licensing Sales Specialist

↘ www.microsoft.com (△ Buenos Aires, Argentina)



■ *November 2005 – May 2010*

- Played a key role in securing large-scale enterprise agreements across the Southern Cone region (Argentina, Chile, Bolivia, Paraguay, and Uruguay).
- Maintained daily engagement with strategic Partner channels and business decision-makers.
- Delivered licensing presentations at relationship-building events and training sessions for the distribution channel.

IPLAN NETWORKS – Account Manager

↘ www.iplan.com.ar (△ Buenos Aires, Argentina)



■ *September 2001 – October 2005*

- Drove the commercialization of end-to-end telecommunications service bundles, combining local, long-distance, and international telephony over broadband.
- Managed and followed up on value-added service proposals, including Antivirus & Antispam, Storage and Backup, Fax Server, VPN, VoIP, Hosting, and Colocation.

Education

UNIVERSIDAD ARGENTINA DE LA EMPRESA (UADE) Tecnicatura en Comercialización

↘ www.uade.edu.ar (△ Buenos Aires, Argentina)

■ *March 2003 – December 2010*

Training & Certifications

- **MICROSOFT:** MS-900, AZ-900, AI-900, DP-900, SC-900, PL-900
- **GOOGLE:** Cloud Sales, Workspace Sales and Deployment Services
- **AWS:** Cloud Practitioner