

Ángel Rodríguez Serra

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Location: Madrid, Spain
Birth Date: August 14th, 1976

Summary

Generated sustained revenue growth and high renewal performance across a 25+ year career in the IT industry, consistently delivering impact in both mature and growth-driven markets. I have led Sales, Category Management and P&L ownership across domestic and international B2B and B2C environments, building and scaling teams that balance customer retention with new business expansion.

Recognized as a focused, motivating and empowering leader, I bring strong organizational and communication skills to engage stakeholders, align strategy with execution and drive results. My ability to combine commercial ambition with operational discipline has enabled me to consistently exceed targets and deliver growth in revenue and productivity in fast-paced, demanding environments.

Professional Development

2022 - 2025 **Y Soft Corporation a.s.**
VP Sales and Services, Europe & Business Owner (BO)

I led Sales and Services across Europe by balancing sustainable customer growth with an ambitious new business agenda. I connected business strategy with Sales and Marketing to define value propositions for SaaS and on-premises solutions, ensuring both high renewal performance and continuous pipeline expansion. With a consultative approach, I navigated complex sales cycles, building trusted relationships with key stakeholders while consistently opening new opportunities.

*Through this balanced model, I achieved **10% revenue growth in a consolidated market**, reaching **\$32M in billing**, while securing a **95% renewal rate**, with renewals accounting for **35% of total revenue**. I also **scaled the cloud business from \$1.5M to \$4M**, positioning it as **60% of worldwide cloud revenue**, and successfully **integrated and led a 50+ people organization** after the EveryonePrint acquisition, aligning structures, incentives and objectives to support both retention and growth.*

2019 - 2022 **Business Development Director, Europe**

I led European business development by combining strong customer retention with an ambitious growth agenda. I managed a mixed team of Business Development Managers and Customer Success Consultants, ensuring continuity of existing business while expanding into new markets and opportunities. I defined the cloud transformation strategy for the region, enabling new business models while strengthening partnerships and long-term customer relationships.

*This balanced approach allowed me to deliver **15% revenue growth**, reaching **\$9M in billing in a mature market**, while maintaining a **97% renewal rate**, with renewals contributing **30% of total revenue**. My ability to combine customer focus with commercial impact was recognized through the **Worldwide Customers First Award (Q1 FY22)**.*

2018-2019 **Area Sales Manager Western Europe**

I managed a senior sales organization across Western Europe by balancing the development of strong partner ecosystems with continuous expansion into new markets. I led both direct and indirect business models, defining go-to-market strategies that combined account stability with new partner recruitment. I drove initiatives to increase partner preference and recommendation, expanding market influence and long-term growth potential.

*As a result, I delivered **25% revenue growth**, reaching **\$6M in billing**, while achieving a **98% renewal rate**, with renewals accounting for **40% of total revenue**. This balanced execution strengthened channel performance while accelerating new partner onboarding across Western Europe.*

Nuance Communications – Document Imaging Division

2017 - 2018 **Worldwide Alliance Manager**

*I owned the global relationship with one of Nuance's most strategic partners, combining **long-term alliance building** with a **strong focus on commercial impact** and execution excellence. I played a central role in **shaping roadmap alignment and technology exchanges**, ensuring strategic coherence while enabling continuous innovation across both organizations. I established worldwide QBRs as a **key governance framework** to **align objectives, monitor performance** and secure **disciplined execution** across all regions.*

*Through this balanced approach, I personally secured a **\$12M long-term partnership agreement**, positioning the alliance as a strategic contributor to Nuance's growth and representing **6% of global company revenue**. I led global partner enablement across Europe, North America, LATAM and APAC, strengthening both relationship depth and commercial outcomes, while consolidating my role as **the single point of ownership** for one of the company's most **critical global partnerships**.*

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Samsung Electronics

2015 - 2016

Director, Sales & Marketing – Printing Business Solutions

I provided strategic leadership to the Sales and Marketing organization for Printing Business Solutions across Europe, balancing long-term value creation with a strong focus on growth and market impact. Reporting to the VP of Sales & Marketing, I led the transformation from a product-driven organization to a solution and consultative selling model, deploying a service strategy through key alliances to support both customer retention and new business expansion.

*Through this balanced execution, I delivered **10% revenue growth in a very mature and competitive market**, reaching **€35M in annual revenue**, while maintaining and enhancing the B2C business in both units and value to secure the **#2 market position**. I achieved **double-digit growth in A3 unit placements**, expanded the **channel partner network to full national coverage**, and strengthened the installed base renewal strategy to **maximize MIF revenue in the aftermarket**, ensuring both sustainable growth and operational excellence.*

- Integrate dedicated Sales & Marketing team** which became #1 WW Subsidiary in Value Proposition adoption
- Best category KPIs in Subsidiary **Supply Chain Management** at WW level

2013 - 2014

Director, B2B Marketing & Product Marketing – IT & Mobile Division

I led B2B Marketing and Product Marketing across Samsung's Information & Mobile and Information Technology divisions, combining a strong focus on long-term value creation with an ambitious growth agenda. I defined and executed the B2B strategy across Mobility, Visual Display, Printing and Storage, strengthening solution and services layers to address the needs of Enterprise, Public Sector and SMB customers while accelerating market expansion.

*This balanced execution enabled me to deliver **15% revenue growth across categories**, increase **B2B business weight to 23%** and generate **over €14M in consolidated profit**. Under my leadership, Samsung **achieved #1 brand position in mobile solutions in the B2B space**, **#1 in desktop AV** and **#1 in AV-Pro solutions** for digital signage and hospitality, while also reaching **#2 in storage solutions** and **#3 in printing units**. These results reinforced both brand leadership and commercial performance across Samsung's B2B portfolio.*

- Launch Mobile Value Proposition into IT Channels based on Solution Offering (Service & Solution approach)
- Increase notoriety, consideration and preference of Samsung within the channel (up 15p. in MPSA & up 12p. in UA)

2012 - 2012

Senior Printing Product Marketing Manager – Information Technology Division

Responsible for Printing Business, both B2C and B2B, developing and deploying a new Strategy to leap forward in the B2B space, defining different strategies for all market segments.

- Develop and implement B2B Business Model from a former B2C organization.
- Product Differentiation Strategy for each market segment

2011 - 2012

Xerox España

Open Channel Account Manager

Responsible for Business Development and Sales, Desktop Printing HW and Supplies, managing channels, channel marketing programs and end customer activities to increase awareness, SOW and market share across Spain & Portugal.

2010 - 2011

Polycom

Business Development Manager – Polycom Global Services

Manage services elements of the Polycom portfolio, as well as the ongoing maintenance of new product & service offerings, service sales management. Manage the existing services sales opportunities within the partners, New Service creation and SoWs, Service Order Management process

- Increase revenue of Services by 400%** / RFP influence in customers to increase service level and scope.
- Large Service contracts** awarded by Manufacturing & Financial vertical enterprise accounts.
- Delivery of Professional Services** providing consultancy services to channels and end customers.

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Hewlett-Packard

2008 - 2010

Key Account Manager – Imaging & Printing Enterprise Services

Through a three-step strategy, optimize infrastructure, manage the environment and improve the workflow, increase the HP position in the Enterprise space of Managed Print Services maintaining transactional business for HW and Supplies.

- ❑ **Increase revenue of Manufacturing vertical by 150%** and all customers under product procurement contracts.
- ❑ RFP influence on customer **WW IT outsourcing project**
- ❑ Promote MPS in customers in business niches such as Large Format to transform MIF into a service contract.

2002 - 2008

Corporate Account Representative - Imaging & Printing Group

Drive loyalty and preference for HP Original Supplies in the aftermarket and help to drive the placement of new printers working with Account Managers below the top nominated accounts of the Enterprise Sales & Service Organization

- ❑ **Largest Supplies Contract** ever signed in Spain with **#1 MIF customer**
- ❑ Highest EMEA **Customer Satisfaction Index** for both channel partners and customers
- ❑ **Win Back accounts record** in FY07 / **Winner's Summit Award** / Over achievement in all fiscal years.

2000 - 2002

Wholesaler Account Manager – Business PC Organization

Drive sales into wholesaler channels to increase market share and share of wallet. Use marketing funds to develop plans to maintain & increase 2nd-tier preference and breadth.

- ❑ **Double digit growth** in the wholesaler channel sales keeping inventory WoS.
- ❑ Achieve **highest EMEA unit growth** in programs like Top Value (automatic replenishment of PC inventories), SEP (Servers Configuration BTO program), **triple digit growth** in laptop business.

ARC España, S.A.

1999- 2000

Division Manager / Product Manager - HP Marketing Division

Manage Marketing, Sales, Financials and Operations for the PC and Computing (PM) and all HP product lines (DM)

- ❑ **Growth of over 115% in sellout** and laptop business **market share increased to 40%**
- ❑ Most valued partner for HP in the PC and Printer business (**#1 wholesaler for HP PC and Printers units**)

Hewlett-Packard

1997-1999

Supplies Marketing Assistant – Consumer Business Organization

Academics & Formation

Bachelor's in business administration	Universidad San Pablo-CEU
Master of Business Administration (MBA)	Univ. Camilo Jose Cela / IMF Business School
Consultative Selling & Negotiating Skills	HP University
PowerTalk, win results from every word you say	The Bergerac Company
The Savvy Negotiator	Conflict Resolution Inc.
Selling Techniques, Efficient Presentations	HP University

Languages

Spanish: Native

English: Excellent / Native Level

Portuguese/French: Basic