

# JUAN ALBERTO ARIAS CASTILLO

San Jose, Costa Rica (Escazu) | Phone: 5706-9033 | solverdecr@gmail.com

Driver's License B1 and own vehicle | Valid passport and U.S. visa

## PROFESSIONAL SUMMARY

Bilingual sales professional (Spanish/English) with a strong track record in consultative sales, key account development, real estate, commercial media, and multichannel negotiation. Experienced in full sales-cycle execution: prospecting, presenting, closing, post-sale follow-up, and account growth. Results-focused profile with strong corporate client service and cross-functional coordination.

## CORE COMPETENCIES

- B2B and B2C consultative sales
- Key account and special account development
- Client portfolio management and retention
- Commercial negotiation and closing
- Prospecting and opportunity follow-up
- Coordination with banks, brokers, and call center teams
- Open House and trade show execution
- Real estate sales and project commercialization
- Goal-oriented performance under pressure

## PROFESSIONAL EXPERIENCE

### Special Accounts Manager

**SB Technology S.A. and Conexion Service S.A.** | Costa Rica | **2017 - 2019**

- Managed strategic special accounts end to end, from opportunity opening to ongoing commercial continuity.
- Built and managed corporate relationships with key clients, including **Banco Popular**, **ADT**, and other business accounts.
- Coordinated proposals and client requirements follow-up to ensure timely delivery and service quality.
- Supported account renewals and growth through consultative service and operational problem solving.

### Sales Manager

**Core Developments** | Escazu, Sabana, and Barrio Escalante, Costa Rica | **Jan 2016 - Mar 2017**

- Commercialized residential real estate projects: Urban Escalante, Cosmopolitan Tower, Secret Sabana, Adria Condominio, and Metropolitan Tower.
- Managed prospects from lead generation to closing and post-sale follow-up.
- Coordinated with external brokers and banking institutions.
- Led Open House organization and call center commercial alignment.
- Participated in major trade shows: Expo Construccion, Expo Casa, Expotur, Expo Empresas Zonas Francas, and Expocomer (Panama).

### Sales Manager

**Costa Rica Today News** | Costa Rica | **Feb 1993 - Feb 2010**

- Managed commercial sales in a media operation with nationwide coverage and regional presence in Panama.
- Sold advertising space, sponsored reports, and real estate-related commercial products.
- Participated in business initiatives linked to the NAR convention in the U.S.
- Developed and managed business relationships with enterprise clients in the field.

## **General Manager / Owner**

**Gitanos Internacional S.A.** | San Jose, Costa Rica | **Feb 1993 - Feb 2010**

- Led commercial operations across textile, fashion, satellite TV, and wholesale distribution sectors.
- Developed and managed customer portfolios in Costa Rica and Panama.
- Negotiated with retail and wholesale key accounts.
- Oversaw purchasing, sales, and day-to-day commercial operations.

## **KEY COMMERCIAL HIGHLIGHTS**

- Built and expanded client portfolios with recognized companies in Costa Rica and Panama.
- Opened and retained high-value corporate accounts across multiple industries.
- Consistent participation in national and international business fairs and lead-generation spaces.

## **EDUCATION**

**Industrial Engineering** (academic background)

University of Costa Rica

**High School Diploma**

Saint Francis College

## **ADDITIONAL TRAINING**

- Sales and Marketing coursework: Dale Carnegie, Leopoldo Barrio Nuevo, Chamber of Industries, Crecex.
- Nar Convention Real Estate.
- PROCOMER - CINDE.

## **LANGUAGES**

- Spanish: Native
- English: Advanced (100% based on professional experience)