

# JUAN ALBERTO ARIAS CASTILLO

Commercial Executive | Key Accounts | Business Development

San Jose, Costa Rica | 5706-9033 | solverdecr@gmail.com

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

## EXECUTIVE PROFILE

Bilingual commercial executive with proven experience in high-touch sales, negotiation, and account growth across real estate, media, distribution, and business services. Strong track record in market opening, portfolio development, and corporate deal closing. Results-driven professional with strong relationship-building skills and field execution discipline.

## VALUE PROPOSITION

- Opens and develops strategic business accounts.
- Manages full commercial cycle with focus on profitability and retention.
- Builds effective relationships with corporate clients, banks, partners, and support teams.
- Delivers results in high-pressure, target-driven, competitive environments.

## RELEVANT EXPERIENCE

### Special Accounts Manager | SB Technology S.A. and Conexion Service S.A.

2017 - 2019 | Costa Rica

- Managed and expanded special corporate accounts.
- Added and managed key clients, including **Banco Popular**, **ADT**, and other business accounts.
- Led commercial follow-up, internal coordination, and service requirement tracking.
- Strengthened long-term business relationships through consultative account management.

### Sales Manager | Core Developments

Jan 2016 - Mar 2017 | Escazu, Sabana, and Barrio Escalante

- Led commercial sales of residential and vertical real estate projects.
- Managed prospects, site visits, negotiations, and closings.
- Coordinated with external brokers, banks, and call center teams.
- Organized Open Houses and represented the company at major industry fairs in Costa Rica and Panama.

### Sales Manager | Costa Rica Today News

Feb 1993 - Feb 2010 | Costa Rica

- Led advertising and commercial sales for a national media outlet.
- Supported commercial expansion efforts in Costa Rica and Panama.
- Contributed to real estate and business-focused commercial initiatives.

### General Manager / Owner | Gitanos Internacional S.A.

Feb 1993 - Feb 2010 | San Jose, Costa Rica

- Directed commercial operations in textile, fashion, satellite TV, and wholesale distribution.
- Built and managed customer portfolios in Costa Rica and Panama.
- Developed long-term relationships with retail and wholesale accounts.

## EDUCATION

- Industrial Engineering (academic background), University of Costa Rica.

- High School Diploma, Saint Francis College.

## **TRAINING AND PROFESSIONAL DEVELOPMENT**

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

## **LANGUAGES**

- Spanish: Native
- English: Advanced

## **REFERENCES**

Available upon request.