



Alfredo Alaniz Belli

I am eager to bring the full scope of my abilities to the table, always aiming to achieve an excellent result, whatever the task at hand may be. I seek to turn the time and confidence invested in me into something special, steadily trying to improve myself personally, while taking pride in forming part of a professional team. I am interested in a company in which personal achievements and performance are recognized.

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EDUCATION

UNIVERSIDAD CENTROAMERICANA - UCA

Administración de Empresas

2002 – 2005

UNIVERSIDAD NACIONAL DE INGENIERIA- UNI

Ingeniero Químico

2000 – 2005

PROJECT MANAGEMENT INSTITUTE - PMI

Project Management Professional

2014 – 2015

WORK EXPERIENCE

Product Owner

Web Cargo - Freightos / Sep 2021 - Oct 2024

As Product Owner at WebCargo, I optimize static rates and quoting in our SaaS platform. I lead product strategy, oversee agile teams, streamline pricing processes, and align with sales, marketing, and support. By driving innovation and talent development, I've expanded service capabilities and reinforced WebCargo's role as a digital logistics leader.

eCommerce Administrator

Ferchau Engineering - Cheil Spain / Sep - Nov 2020

Administration of the Samsung Spain online store. We held meetings to agree on the strategy to follow with the client presenting proposals for improvement. I was in charge of promotions, product registration, information and visual content update, price changes, navigation bar and intelligent search optimization in the SAP Cloud Commerce solution (Former Hybris).

Business Development and Affiliate Manager

Volsor S.R.O - Finvinci / Jan - May 2020

Administration and development of the commercial portfolio in Spain, Poland and Mexico. We made strategic alliances with loan companies for the promotion of their products through lead generation, marketing campaigns, and affiliate management. I supervised the entire life cycle of the partners from the contract, integration monitoring, performance, promotion to invoicing and collection.

eCommerce Administrator

Ferchau Engineering - Cheil Spain / Sep - Nov 2019

Administration of the Samsung Spain online store. We held meetings to agree on the strategy to follow with the client presenting proposals for improvement. I was in charge of promotions, product registration, information and visual content update, price changes, navigation bar and intelligent search optimization in the SAP Cloud Commerce solution (Former Hybris). Also management of technical incidents, developments and improvements with the client, as well as platform suppliers.

SKILLS

Solutions Designer

Specialized in L2O and PRM

E-Commerce Strategy and Platforms

Project Management

Business Process Modeler

Key Account Management

eTOM Processes and Structure

Software Development

Methodologies

QUALITIES AND CAPABILITIES

Extensive Experience in Sales Department

Training Material Creation and Trainers Development

Partner Relations Management

Customer Relations Management

Suppliers Management

Personnel Management

Results Oriented

Purchase Negotiation

Dynamic Work Crew Adaptability

PMBOOK - AGILE

WORK EXPERIENCE

Commercial Consultant for COO/CM

Telefónica, CAM / 2014 - 2019

As the Head of Commercial Projects for Nicaragua and part of the Regional Projects Committee, I was working alongside a regional team, led by the HHRR Regional Manager as Commercial Key User CRM (L2O, PRM, Order Entry). Under the guidance of two consulting companies and within two and a half years we were able to perform the biggest system migration in the region thus far (TFN CAM - FULL STACK). With projects of this magnitude it is not only your knowledge that is important, your resolution capacity, ability to delegate, communication skills, adaptability, resilience and perseverance are being tested, as well. It undoubtedly was one of the most demanding, yet also most enriching phases of my professional career.

Sales Manager / Project Manager

Telefónica, Nicaragua / 2012 - 2014

As the Project and Sales Manager, I had both physical and digital channels under my supervision, such as app, web page and mobile units (Panelitas), as well as the task of keeping them up to date. In 2013, alongside a team for Central America, we worked on a large upgrade on the regional web pages for both, content (Liferay) and the online store (SAP Hybris), which turned out to be a great success in image and sales. In 2014 we completed the migration of the commercial portal (Distributors Portal), which greatly improved the handling of Distributors Sales Orders.

Sales Manager

Telefónica, Nicaragua / 2011 - 2012

Design and execution of Panelitas (Mobile Units) and creation of a new sales channel in order to increase the product distribution throughout Nicaragua. I hired the sales teams and trained them as well, so we'd have more people active on the ground to help us grow sales within a small timeframe, penetrate the second-tier distributors as far as adding SKUs and working with their sales people in the field. Furthermore, I drew up budget schemes for travel expenses, negotiated marketing programs, sales meetings, trade shows, etc.

KNOWLEDGE

Microsoft Office 360

Microsoft Project y Visio

Open Project, Jira y Trello

SAP Cloud Commerce (Hybris)

Content Management Liferay

Payment Manager, Sales Force

Full Stack (NC), SCL, Dynamics

Presta Shop, WooCommerce

Liferay, Joomla, WordPress

COURSES

Effective Project Management
Traditional Agile Extreme Hybrid

Fluent English
Cornell University TOEFL

ArcGis and Geotaging
Centro CAD Nicaragua

E-Business and E-Commerce
Universidad Centroamericana

Informatics and Telematics
Universidad Centroamericana

Electric and Electronics.
Sydicom Nicaragua

Microsystems Repair and
Maintenance.
Sydicom Nicaragua

Excel intermediate

WORK EXPERIENCE

Project Specialist of Tup-Ups

Out Source (Telefónica), Nicaragua / 2010 - 2011

I was responsible for the definition, implementation and provider management of the new Top-Up solution for Telefonica's Payment Manager. We wanted to add capacity and functionalities, such as punctual promotions, with regard to sales. These measures resulted in an increase of 20% of Top-Up sales in the country within the first year, and reaching up to 34% for the second year.

REFERENCES

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