

## Contact

davidpeces@icloud.com

www.linkedin.com/in/davidpeces  
(LinkedIn)

## Top Skills

Business Planning

Telecommunications

Unified Communications

## Languages

English (Full Professional)

French (Native or Bilingual)

Spanish (Native or Bilingual)

Catalan (Professional Working)

Portuguese (Limited Working)

## Certifications

Meeting the Challenge of Digital Transformation

Blockchain Basics

## Honors-Awards

Top Sales Manager Revenue Growth

Best Account Manager 2019

Top 10 performer for Microsoft Lync solution (#8 in Y13, #4 in Y12), and the only one from CALA

# David Peces 大伟

The next stage of software development will happen on blockchain  
Argentina

## Summary

### EXECUTIVE PROFILE

Technology senior sales executive, delivering and sustaining revenue and profit gains within highly competitive Telecom and IT markets in CALA and Europe, and Blockchain exponential growth start-ups. Direct Sales, Channel Distribution and building Ecosystems. Seasoned professional in Digital Transformation, IoT, Big Data and Analytics, Smart Cities, Cloud Services and Platforms, SaaS. Exceptional communicator with a consultative sales style, strong negotiation skills, exceptional problem solving abilities, and a keen client needs assessment aptitude. Aggressively identify opportunities, develop focus, and provide tactical business solutions. Organized planner with exceptional capability in managing multiple, concurrently running tasks. Cool under pressure and tenaciously do what it takes to get the job done. Decision maker and team leader. Trustworthy, highly respected, and interface positively and professionally at all levels.

### SKILL HIGHLIGHTS

Sales & Marketing Management, Sales Team Motivation & Leadership, Contract Negotiations, Multi-Distributions Channel Development & Management, Key Account Management, Client Service, Strategic Business Planning, New Business Development, Professional Networking

### Contact Data

E: davidpeces@icloud.com | M: +54.911.4099-5005

E: dpeces@extrimian.com | S: david.peces.fernandez

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## Experience

Extrimian

Alliance Manager

October 2021 - Present (2 years 11 months)

Buenos Aires, Argentina

Digital Trust Framework: Self-Sovereign Identity (SSI). Web 3. Decentralized Identity Infrastructure, Cloud model. Subscription Model. Adoption. Ease blockchain use and adoption for Enterprises, Corporate and Governments. Build the Business Plan, relationship with VCs, Alliance with main Blockchain Ecosystems, Governments, Developer Communities. Access, Identity & Transactions (Tokenization). Quark ID.

## IOV Labs

1 year 3 months

### Enterprise & Government Solutions Head

October 2020 - March 2021 (6 months)

Buenos Aires, Buenos Aires Province, Argentina

### Regional Director LatAm & Europe

January 2020 - October 2020 (10 months)

Gran Buenos Aires, Argentina

IOVlabs is a Global organization that builds low-cost, highly secure, easy-to-use platforms for the new global economy. Harnessing the benefits of Bitcoin with a suite of tools to create and protect growth, we're planting the seeds for global financial freedom.

## SafeTech

### CEO and Co-Founder

June 2018 - December 2019 (1 year 7 months)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

Cybersecurity, IoT, Big Data, Analytics, AI (Artificial Intelligence), Blockchain, Unified Communications.

Helping organizations to size and conduct their digital transformation.

## Technology Bureau S.A.

### Huawei Enterprise Business Group Brand Manager

December 2018 - October 2019 (11 months)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

## Globant

### Senior Client Partner

August 2016 - February 2017 (7 months)

Madrid Area, Spain

We create Digital Journeys. We are a digitally native technology services company. We dream and build digital journeys that matter to millions of users. We are the place where engineering, design, and innovation meet scale. We

are a new-breed technology services provider focused on delivering innovative software solutions by leveraging emerging technologies and trends. We combine the engineering and technical rigor of IT services providers with the creative approach and culture of digital agencies. Globant is the place where engineering, design and innovation meet scale.

Develop Spain office in EMEA addressing different verticals carriers (Grupo Telefonica, Vodafone), Travel & Leisure (Iberostar, Barceló, Melia, Globalia, eDreams), Assurance/Finance (Liberty Seguros, Mapfre, Banco Sabadell, CaixaBank), Healthcare (Sanitas), Fintech

### NetCracker Technology International Services Inc.

Sales Director LATAM

June 2015 - May 2016 (1 year)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

NetCracker Technology is the proven partner for communications service providers and cable operators offering comprehensive, end-to-end solutions and delivery capabilities to optimize their enterprise. With its global reach, leading-edge technology, and unbroken track record of successful implementations, NetCracker helps eliminate operational and business silos and delivers real-time experience in an on-demand world.

Detect and develop the strategy for a complete digital transformation in the SP space ( Entel Bolivia) leading the RFP answering process, anticipate the entrance of the new 4G player as an opportunity for Grupo Clarin/Cablevision in Argentina, worked with WOM in Chile

### Sangoma

Regional Sales Director CALA & IBERIA

June 2014 - May 2015 (1 year)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

Sangoma enables Service Providers, Carriers, Enterprises, SMBs and OEMs to interconnect devices, networks, clouds and systems leveraging their existing infrastructure for maximum financial return, while still delivering the most advanced applications and services from the newest technology available. Sangoma delivers industry-leading value and quality, at price points that will make a difference to your ROI for IP Telephony functionality and efficiency. Build a new distribution channel scheme to promote SBCs, Lync solutions moving away for the boards, with special focus in Mexico, Brazil, Colombia, Peru, Chile and Argentina.

### AudioCodes Ltd.

8 years 5 months

#### South Cone Sales Director

January 2007 - January 2014 (7 years 1 month)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

AudioCodes Ltd. enables the new voice infrastructure Voice over Packet technology and Voice Network products to OEMs, network equipment providers and system integrators providing media gateways, media servers, session border controllers and VAS platforms into the carrier market, as well as CPEs to the corporate /enterprise market.

Major Achievement: Level3 ( former Global Crossing) LATAM Supply Agreement (Y07-Y09), Core NGN migration to IMS at Claro Argentina, SIP Trunking Services in Movistar, Entel and Claro, MSFT Lync major deployments (TGR, Abastible, La Nación, Tenaris).

#### LAT Sales Director

September 2005 - December 2006 (1 year 4 months)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

AudioCodes Ltd. enables the new voice infrastructure Voice over Packet technology and Voice Network products to OEMs, network equipment providers and system integrators providing media gateway, server and processing technologies, based on VoIPerfect™.

Launching activity in Latin America.

Some main achievements in the region:

Highest growth region at AudioCodes

Telefonica's first IP Centrex project in LATAM

Telmex Peru NGN network

Impsat Regional (Arg / Brazil / Peru) Supply Agreement VoIP equipment in 2006

Telecarrier (1MU\$D)

Iplan (>640KU\$D), multiplying by five (5) the account revenue in one year

Develop a System Integrator network in LAT ( Caribbean, Central America, Andean Region and Southern Cone)

#### Verso Technologies, Inc

Area Vice President, Mediterranean Sales

May 2004 - March 2005 (11 months)

The evolution of communication technology. Leading provider of VoIP solutions, IP-based telephony communications equipment, software and services for converged networks.

Sales in Southern Europe focussing in the Carrier Solutions:

VoIP Softswitch (C4 and C5) and IP Centrex hosted solutions in the telco carriers, new entrants and ISPs.

A-bis solution (bandwidth saving) for GSM+UMTS into the Mobile Operators  
Satellite solutions

Regional Market analysis, definition of a niche strategy. Sales Management

Developing distribution channels and agreements with systems integrators

Launching Spain, Italy and Portugal

### Telefonica Data Spain S.A.

5 years 9 months

#### ISPs, Telcos and Partners Alliance Sales Manager

May 2002 - November 2003 (1 year 7 months)

(reporting to the Indirect Sales Director)

A subsidiary of the Telefónica Group in charge of delivering data-transmission and added-value services for Corporations in the Telefónica Group.

#Strategic ADSL and broadband market leadership

#Managing direct sales at the main ISPs accounts related to Telefonica#s

European competitors: Ya.com (T-Online, Deutsch Telekom): driving revenue from 1,3M#->30M#, Wanadoo (Uni2, France Telecom): from 800K #->26M#, Infonet.

#Selling of added-value services for the Data Center Business Unit through partnership with IT consulting firms (DMR, Cap Gemini, Bearing Point, Accenture) and SI (Getronics, Soluziona, Indra, Steria, GFT, EDS).

Managing indirect distribution channels (data and IP services)

#Sales Track Record 2002: 174% (growth: 317%)

#Income Track Record 2002: 103%

#Income Track Record 1st Semester 2003: 131% (growth: 72%)

#Budget in 2003: 70m#

#### New Economy Player's Manager

October 2000 - April 2002 (1 year 7 months)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

(reporting to the Direct Sales Director)

A subsidiary of the Telefónica Group in charge of delivering data-transmission and added-value services for Large Businesses in the Telefónica Group.

#Defined, developed and managed the New Economy Player's segment associated to Large Businesses: Internet Service Providers (ISPs), Application Service Providers (ASPs), Internet Companies, dot.com, Web Developers; International Carriers, Operators, all Telefónica's Group subsidiaries, Media and System Integrators.

#Conducted direct sales with a portfolio of 125 companies through 8 account managers. Budget of net sales of retirements and renegotiation of data, voice, and consulting services over U\$D56m.

#### Small and Medium-Sized Business Manager

October 1998 - September 2000 (2 years)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

(reporting to the General Manager)

A subsidiary of the Telefónica Group in charge of delivering data-transmission and added-value services (housing, hosting, storage, security services, applications)

#Pushed Telefonica de Argentina's SMBs direct sales force. Led 5 pushers (account manager applied to sales through channels) in charge of 5 management areas within TASA as well as a total of 64 account managers handling a portfolio of around 7,000 SMBs clients. Budget of sales net of retirements and data renegotiation over US\$19m. Accomplished a performance level during fiscal year Oct 1999-Sept2000 equivalent to 115.7%.

#Devised and implemented growth strategy for the small and medium-sized businesses' market (data-transmission and for value-added services). Selected and trained TASA's and own SMBs sales force. Formulated Strategic Plan and Budget. Created and managed sales channels. Appraised competition and reached agreements with content providers.

#### Director On-Line Services / Advance Telecomunicaciones S.A.

March 1998 - May 1999 (1 year 3 months)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

(reporting to the General Manager)

•Participated in the startup process of the company. Led the commercial and marketing areas for on line services, as well as the management of the Call Center. Provided services to Large Businesses, SMBs and Residential Market. Developed indirect sales channels of acquired ISPs (Compuserve, Satlink, Overnet)-due diligence-.

#### EXFO

Sales Director, Latin America

November 1997 - February 1998 (4 months)

Toronto, Canada Area

(reporting to the Worldwide Commercial Director)

High-tech multinational company responsible for testing and data measurement instruments for the telecom and utilities industry.

- Managed the distribution network in America. Reviewed the distribution contracts. Pushed the new product catalog before incumbent telcos and new entrants in the region. Identified new clients and opportunities.

### Trend Communications ( former ICT Electronics S.A.)

General Manager for the Americas, Sales Manager

June 1993 - November 1997 (4 years 6 months)

Ciudad Autónoma de Buenos Aires, Capital Federal, Buenos Aires, Argentina

(reporting to the CEO)

High-tech company (OEM with HP) today absorbed by Trend Communications, subsidiary of Telemetry plc (UK)

Define strategic plan for regional development. Created, trained and supervised a distribution network present in 12 Latin-American countries.

Assessed the viability of penetrating the US market and opening a subsidiary.

Negotiate corporate agreements with main telecom operators in the region and telecom equipment manufacturers.

Develop corporate accounts

Win all public bids for instrumentation in the telcos and mobile operators

### Vayris S.A.

Sales and Marketing Manager

January 1992 - December 1992 (1 year)

Barcelona Area, Spain

(reporting to the General Manager)

Modem manufacturer (spin off of Universidad Politécnica de Cataluña, start-up)

#Coordinated a project aimed at homologating equipment.

#Managed technological innovation

Vayris, S.A. design and develops telecommunication products. It provides HDSL, HFC cable, and baseband modems; digital interface converters; multiplexers; and telecommunication network SNMP management systems for configuration, monitoring, and diagnostics. The company provides its solutions to telecom operators, financial sectors, utilities, petrol companies, and Internet connection markets. Its products are sold in countries, such as the United States of America, Europe, South America, and the Middle East. The company was founded in 1989 and is based in Cerdanyola del Vallès, Spain.

### IBM ( Compagnie Générale d'Informatique S.A.)

Consultant

September 1990 - December 1991 (1 year 4 months)

(reporting to the Director of International Development)

Information technology multinational company.

- Designed follow-up methodology for projects and quality control for industrial division of CGI.

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## Education

IESE Business School

PDG, Executive Education · (January 2004 - June 2004)

Institut d'Estudis Financers (IEF)

Master Degree, Financial Management Program · (1993 - 1993)

Collège des Ingénieurs

MBA, Business School · (September 1990 - June 1991)

UPC - ETSETB TelecomBCN

BScEE, MSc, Telecommunications Engineer · (September 1982 - June 1990)