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São Paulo, Brazil

CORE SKILLS

LEADERSHIP

Sales Leadership

Team Building and Coaching

Sales Process Design

KPIs and Forecasting

NEW BUSINESS

B2B and B2C Sales

Inbound and Outbound

Consultative Selling

Closing and Negotiation

Pipeline Management

ACCOUNT MANAGEMENT AND CS

Account Management

Customer Success

Retention and Churn Reduction

Upsell and Cross Sell

Client Onboarding

Channel Partnerships

CRM AND TOOLS

Salesforce · HubSpot · Pipedrive
Outreach · WhatsApp Business

LANGUAGES

Portuguese Native
English Full professional
Spanish Elementary

Victor Augusto

Sales Leader · Account Management · Customer Success

12+ years selling, managing and retaining accounts and leading sales teams across tech, healthcare, SaaS, payments, education and financial services

I build the teams, processes and routines that make companies **sell more, and keep selling.**

PROFILE

Sales leader with 12+ years in B2B and B2C, covering the whole revenue cycle: prospecting, closing, onboarding, account management, retention and upsell. I started as an SDR, became an Account Executive and today lead the commercial operation for Brazil at an international company, where I grew the active client base by **+120% in 9 months** while reducing churn. I build sales teams, structure the pipeline in the CRM and create retention routines that keep clients active and growing. Background in global companies like Huawei, GE Healthcare and DocuSign, with a hands on style built on clear targets, daily routines and accountability.

12+ yrs

in sales, from street sales
and SDR to country lead

+120%

active client base growth in
9 months

4 markets

Brazil, Angola, Mozambique
and Cape Verde led directly

AREAS OF EXPERTISE

Sales Leadership

Hiring, coaching and leading teams with clear targets, daily routines and accountability.

New Business

Inbound and outbound prospecting, consultative demos, proposals, negotiation and closing.

Accounts and Retention

Portfolio management, onboarding, churn reduction, reactivation, upsell and client success.

EXPERIENCE

Sales Team Lead · VCG Markets

Mar 2025 · Present

Country lead for Brazil, reporting directly to HQ · Financial services

- Grew the active client base in Brazil by **120% in 9 months**, owning the funnel from first contact to retention.
- Built and coach the local sales and support team on routines, conversion and accountability.
- Designed onboarding, retention and reactivation routines for the client portfolio that reduced churn and raised customer lifetime value.
- Structured the Brazil pipeline in the CRM, with clear stages, follow up cadences and performance reports for HQ.
- Opened and manage channel partnerships with introducers, affiliates and educators to expand reach across Latin America.
- Adapted global marketing and customer experience to the Brazilian market; represent the brand at events.

Sales Manager · Tickmill

Apr 2023 · Mar 2025

UK headquartered company · Brazil, Angola, Mozambique and Cape Verde

- Opened and developed B2B partnerships and B2C accounts across four countries in Latin America and Africa.
- Managed a portfolio of Pro, Classic and VIP clients as account manager, driving activation, retention and upgrades to higher tiers.
- Hit daily and monthly KPIs through phone, email and multichannel follow up with every account.
- Supported and trained partners, and designed regional initiatives to drive new acquisition.

Victor Augusto

EDUCATION

Bachelor in Marketing
Universidade Anhembi Morumbi
2014 · 2018

English Program
Associação Alumni
2014 · 2019

CERTIFICATIONS

Sales Pro
VENDE-C · 2022

High Performance in Business Management
PERFORMAN-C · 2022

Financial Markets
BabyPips School of Pipsology · 2023

INDUSTRIES

Technology · Healthcare
SaaS · Payments
Education · Financial Services

SALES MOTIONS

Hunter · Farmer · Closer
Inbound · Outbound
Field sales · Inside sales
B2B · B2C

CROSS CULTURAL

Worked within Chinese, American, Lebanese, Emirati, Portuguese and Argentine business cultures.

EXPERIENCE (CONTINUED)

Sales Development Representative · DocuSign

Sep 2021 · Oct 2022

B2B SaaS · São Paulo

- Ran inbound and outbound prospecting for companies from 5 to 10,000 employees in financial, agribusiness, legal and HR verticals.
- Ran call and email cadences in Outreach, adapting the approach by persona and segment.
- Qualified opportunities, booked meetings for Account Executives and kept the pipeline accurate in Salesforce.

Account Executive · Stone

Jan 2021 · Jun 2021

Payments and fintech

- Closed new business from SDR qualified leads through consultative product demos.
- Mapped needs, budget, timeline and decision makers; built proposals and negotiated terms and pricing.
- Managed pipeline against monthly commercial goals as hunter and farmer, keeping every deal updated in the CRM.

Sales Development Manager · Wiser Educação

Sep 2019 · Mar 2020

Promoted from Sales Development Representative (Mar 2019 · Aug 2019) after 6 months

- Designed the sales strategy for core segments and ran prospecting, proposals, negotiation and closing.
- Generated leads through calls and email outreach, managing every opportunity in the CRM.
- Supported BDRs and Account Executives with account research and senior contact mapping.

Sales Operations · GE Healthcare

Nov 2016 · Jan 2019

Intern, promoted to Sales Operations Analyst in Jun 2018 · São Paulo

- Supported the commercial team with sales reports, data quality and process routines in a global healthcare company.

Marketing and Sales · Huawei

Dec 2013 · Oct 2016

Administrative Apprentice, then Marketing and Sales Intern from Mar 2015

- Started my career inside a global tech company, supporting marketing campaigns, events and sales operations.

WHAT I BRING

Teams that hit target

Build, train and lead sales teams with clear goals, daily routines and accountability.

Predictable revenue

Turn sales into an engine that grows revenue, client base and retention month after month.

Clients who stay and grow

Account management and success routines that reduce churn and open upsell opportunities.

Process and CRM

Pipelines, stages and reports in Salesforce, HubSpot and Pipedrive that the team actually uses.

HOW I LEAD

Mindset, discipline and consistency decide results in sales. I set clear expectations, build structured daily routines and hold the team accountable through execution, while keeping trust and integrity at the center of every client relationship.