

RODRIGO TORALES VILLARREAL

Strategic Alliance & Business Development Lead | Salesforce & Agentforce | LATAM Expansion

CONTACT

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📍 Mendoza, Argentina

KEY SKILLS

- Strategic Alliances
- Business Development
- LATAM Market Expansion
- Key Account Management
- Salesforce Consulting
- Agentforce & Agentic AI
- Automation: Make, n8n
- Talent Training & Development
- General Management & P&L
- Team Leadership

LANGUAGES

Spanish · Native
English · Professional
Portuguese · Professional

EDUCATION

MBA 2004–2006
Universidad de San Andrés
BA in Marketing 1991–1996
Universidad de Palermo
Postgraduate in AI 2022–2023
University of Helsinki (Elements of AI)
Salesforce Talent Alliance 2023–2024
Career Cohorts

CERTIFICATIONS

- Salesforce Agentforce Specialist (2025)
- Salesforce Certified Administrator (2023)
- Salesforce Associate (2023)
- Agentblazer Legend
- Certified Scrum Professional (CSP)
- Scrum Fundamentals (SFC)
- Generative AI, Microsoft & LinkedIn
- Microsoft 365 Copilot
- Digital Marketing

INTERESTS

Mountaineering · sharing content on AI and Salesforce

PROFESSIONAL SUMMARY

Commercial leader with 30+ years in industrial sales, general management and market development. Rebuilt a team of 11 managers and 200 people at Renault (+17% in results), grew an operation from 600 to 6,000 tons per year, and led industrial sales across 14 countries at Kerry Group. Today I apply that discipline to the Salesforce ecosystem: alliances, channels and agentic AI in Central America and LATAM.

PROFESSIONAL EXPERIENCE

- Salesforce Strategic Alliance & Business Development Lead** Apr 2025 – Present
InCompany | Salesforce Partner for Costa Rica and Central America · Remote
- Lead strategic alliances and new business in the Salesforce ecosystem; design and execute regional expansion, opening new markets.
 - Generate and negotiate commercial channels directly with partners and enterprise clients, using scalable revenue models that sustain growth without fixed structure.
 - Designed the Salesforce resale strategy (Master Plan 2025) with participation in the Agentforce MDF co-funding program, and structured the managed Agentforce continuous-optimization service and the “Ambassadors” referral program.
 - Launched the Bridge2Tech bootcamp (50+ professionals trained from 10+ countries), an educational YouTube channel and content on AI and Agentforce reaching 29,000+ LinkedIn followers.
 - **Chief of Staff (Oct 2024 – Apr 2025):** led the expansion of Salesforce projects across LATAM and the United States through alliances, team management and outsourcing.

Career transition into the Salesforce ecosystem 2023 – 2024
Salesforce Business Analyst & Administrator · Clicked and Salesforce Talent Alliance Career Cohorts

- General Manager, Official Dealership** May 2016 – Aug 2022
Renault · Mendoza, Argentina
- **+17%** average improvement in results over the last two years, restructuring a team of 11 managers and 200 employees.
 - **Top 3** in regional sales market share, with a communication strategy developed alongside an agency.
 - Product launches, brand development, government relations and budget management.

General Manager, Official Dealership Sep 2013 – May 2016
Toyota · Mendoza, Argentina

- Full commercial operation: manufacturer policies, sales and aftersales KPIs, and brand quality standards.

LATAM Sales Manager, Industrial Key Account Jun 2011 – Aug 2013
Kerry Group · Buenos Aires, Argentina

- Won the regional Cereal category, bringing Kerry ingredients into the product lines of Nestlé, Arcor, General Mills, Kraft, Bimbo, Kellogg and Quaker (14 countries).

Commercial Director Feb 2001 – Jul 2011
General Cereals · Buenos Aires, Argentina

- **From 600 to 6,000 tons/year** with profitability 3× higher than expected, through a new pricing and distribution policy.
- Created the Nutrifoods brand and its export market in 15 countries, and built the commercial department; the company expanded production capacity by 300% with over US\$ 6 M in investment.

Earlier commercial career 1993 – 2001

- **Commercial Manager, 7por24.com** (B2B e-marketplace), 2000–01 · **Regional Sales Manager, Arcor** 1997–2000 (billing of up to US\$ 16.5 M/year) · **Cepas Argentinas and AVH** 1993–97.