



## Luigi Carlo Caterina

Bogotá, Colombia  
Conferencista | Moderador | Panelista

**País de residencia:** Colombia

**Nacionalidad:** Colombia, Italia, Panamá

**Idiomas:** Español, Inglés, Portugués

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Comentarios (0)

## Áreas de conocimiento

Ventas en Cuentas Globales, Venta consultiva, Power Messaging.

## Descripción del perfil

I am currently employed by Lexmark International, Inc. a Fortune 500 Company that manufactures and sells business printers and Imaging Software with operations in over 150 countries and revenues of \$4 billion. Based in Bogotá Colombia, I'm responsible for Global and Multilatin Accounts for Latinoamérica, coordinating all activities commercial and operational for companies as Walmart, Scotiabank, Cencosud, Bosch, Cummins etc. During my career at Lexmark (since 2001) I have been involved in the generation, sales and implementations of Enterprise Output Strategies including MPS (Manage Print Services) and document workflow projects (ECM), identifying segments by industries and conducting strategic analysis, and designing marketing and sales tools; to offer specific End to End solutions, involving new software products or technologies. I have been outlined professionally for my great dynamism according to the market trends and new challenges, with high skills in sales of hardware, services and software products, highly effective work-group leadership, and outstanding skill of presenting and communicating to customers, channels and press. [www.lexmark.com](http://www.lexmark.com) Business Multilingual: Spanish, English and Portuguese. Excellent business speaker.

## Conferencias, Cursos o Talleres

### Ventas de Tecnología en Cuentas Globales y Multilatinas

Menos de 1 Hora

Conozca los elementos básicos de administración de ventas en cuentas globales y multilatinas.

### Power Messaging - Estrategia Corporativa

Sin especificar

Se abordan los elementos básicos del Power Messaging aplicados a la presentación del mensaje corporativo.

### Superhéroes y Villanos - Ficción y verdad en equipos de Ventas

Menos de 1 Hora

Aproximación a la dinámica de equipos de venta desde los perfiles de equipos de Super héroes famosos como la Liga de la Justicia y los Avengers

## Experiencias

### Business Developer for Global Accounts - Latin America

Lexmark International

2010 - Actual

### Solutions and MPS Manager

Lexmark International

2009 - 2010

### Solutions and MPS Manager NBG (Colombia, Venezuela and Ecuador)

Lexmark International

2007 - 2009

### Solutions Manager NBG (Colombia, Venezuela and Ecuador)

Lexmark International

2005 - 2007

## Estudios

### Master of Business Administration (MBA)

ISEAD Instituto Superior de Educación, Administración y Desarrollo

2015

**High Management Specialist**

Universidad Industrial de Santander

2000

**Systems Engineer**

Universidad Industrial de Santander

1995

**Perfil en Mentes a la Carta**

<https://mentesalacarta.com/conferencistas-capacitadores-coaches/luigi>