

RAFAEL DA SILVA

Commercial Director / Head of Sales / Revenue Growth & Sales Operations

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EXECUTIVE PROFILE

My career connects sales management, team development and operational transformation. From personal lending sales to commercial leadership at Registron, people, processes and technology are part of the same work.

PROFESSIONAL EXPERIENCE

Registron Máquinas

Head of Sales

Jan 2026 — present | São Paulo

Scope and challenge: Fully restructure the commercial department, reporting directly to the CEO, with a mandate to double revenue in 12 months.

Responsibilities: Expanded the team from 4 to 10. Established processes, targets, metrics, lead distribution and career paths. AI-assisted WhatsApp qualification integrated with Kommo. Created Registron One for around 20 professionals: KPIs, sales, average order value, forecasting, commissions, rankings, projections, notifications and AI feedback.

Results: Approximately 66% growth in average monthly gross revenue since taking over. A 22–27% reduction in non-B2B-fit contacts reaching salespeople.

Teletech Saúde / Vida Brasil

Head of Sales and Business Development

Nov 2024 — Oct 2025 | São Paulo

Scope and challenge: Launch a new telemedicine product nationally, from strategic design through operational setup and commercial execution.

Responsibilities: Directly managed 30 people across Sales, Operations and Administration. National strategy, B2B prospecting, partnerships, forecasting and weekly KPI reviews. Training, technical refreshers, motivational campaigns and cross-functional escalation resolution.

Results: Monthly attainment against a R\$1.4 million target rose from approximately 43% to 93%.

Vida em Grãos

Sales Manager

Jun 2023 — Nov 2024 | São Paulo

Scope and challenge: Take over an operation with stagnant monthly revenue and reorganize commercial and operational activities.

Responsibilities: Expanded the team from 13 to 24. Redesigned roles, targets, monitoring and progressive commissions. Introduced CRM, pipeline, forecasting and KPIs. Reviewed pricing, portfolio and sales approach, supported by quarterly campaigns, training, scripts and cadences.

Results: Revenue growth of 160–180% in the final quarter of the tenure.

SUEBI Digital

Country Manager, Brazil

Jan 2020 — Mar 2022 | São Paulo, Brazil / Porto, Portugal

Scope and challenge: Build the Brazilian operation of a Portuguese startup from the ground up.

Responsibilities: Opened the Avenida Paulista WeWork office and built a team of 7. Owned strategy, operations, business development and results. B2B projects for Santander, TIM, Fast Shop and Samsung across paid media, traffic, retargeting and email marketing.

Results: Approximately €70,000 in average monthly revenue, representing around 65% of global revenue.

DGMAX Interactive

Account Manager

Jan 2016 — Jan 2019 | São Paulo

Scope and challenge: Manage digital campaigns and direct advertiser relationships.

Responsibilities: Campaigns for Claro TV, Carrefour, JAC Motors, Banco Itaú, Anhembi Morumbi and FGV. Monitored conversion, CPA, CPL, ROI, leads and sales. Attended training at the US headquarters.

Results: Account management and campaign performance work for major advertisers.

Kwanko

Account Manager / Publisher Manager

Jul 2012 — Dec 2015 | France / São Paulo

Scope and challenge: Develop the affiliate network and manage performance campaigns.

Responsibilities: Managed affiliates, campaign implementation, budgets and performance. Negotiated CPL, CPA, CPM and CPC.

Results: Expanded the affiliate portfolio by 63%. Promoted from Publisher Manager to Account Manager after just over a year.

Crefisa

Regional Sales Manager

Dec 2007 — Jun 2012 | Vale do Paraíba / Mogi das Cruzes, SP

Scope and challenge: Improve the performance of a region spanning five branches.

Responsibilities: Led 72 professionals. Set and distributed targets, monitored KPIs, productivity and action plans.

Results: Took the region from 9th to 3rd nationally, reaching 2nd place among regions in the final year.

Itaú Unibanco

Regional Sales Manager / Commercial Manager / Senior Sales Executive

Jul 2005 — Nov 2007 | São Paulo / Guarulhos

Scope and challenge: Restore consistent results and strengthen leadership across sales branches.

Responsibilities: Internal promotions to Regional Sales Manager, overseeing four Guarulhos branches and 27 people. Recruited leaders and reorganized processes, compliance and structure.

Results: As Commercial Manager, recovered a challenged branch in two months. Restored balance and consistent results after instability.

Itaú Unibanco

Sales Promoter

Dec 2004 — Jun 2005 | São Paulo

Scope and challenge: Began a commercial career selling personal loans.

Responsibilities: Worked as a sales promoter in personal lending.

Results: National standout for five consecutive months. Promoted to Senior Sales Executive after seven months.

EDUCATION

FAAP — Postgraduate Studies in Prompt Engineering | In progress

FIAP — International MBA in Digital Business | 2024

Faculdade Líbano — Postgraduate Studies in Innovation Management | 2024

PUC-RS — Extension Course in Futurology | 2024

Universidade Cidade de São Paulo — Bachelor's Degree in Advertising and Marketing | 2018

ESPM — Extension Course in Social Media | 2016

CORE SKILLS

Sales Management · Revenue Growth · Revenue Operations · Sales Operations · Commercial Transformation · Sales Planning · Go-to-Market · Team Leadership · KPIs · Forecasting · CRM · Pipeline · B2B and B2C Sales · Strategic Negotiation · Customer Success · Generative AI · Sales Automation

TOOLS

Kommo CRM · RD Station · Zendesk Sell · Power BI · Excel · Google Workspace · Monday · Asana

LANGUAGES

Advanced English · Intermediate Spanish