ANDRÉS VELÁZQUEZ

Global Demand Generation & Marketing Technology Manager

Digital Transformation · AI for Marketing & Sales · Martech · CRM · RevOps

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EXECUTIVE PROFILE

Marketing and digital transformation leader with 18 years of experience across marketing, sales and technology. I currently lead global Demand Generation and Marketing Technology at Sulzer, the Swiss industrial group, across its Chemtech, Flow Equipment and Services divisions.

With a degree in Business Administration and executive education at IE, IESE and ESIC, I combine business vision with hands-on command of the Martech, CRM and AI ecosystem. I align Marketing, Sales, IT and Data around shared KPIs, present results to senior leadership and, after years on the agency side, know how to get the most out of external partners.

KEY ACHIEVEMENTS

- **Eight-figure pipeline (CHF)** influenced by digital demand generation programmes at Sulzer.
- **Doubled digital leads in 2025**: digital channels grew to deliver 56% of leads for the Chemtech division.
- **AI lead qualification agent**: filters out 30% of low-value leads before they reach sales and has saved more than 90 days of manual work.
- **CRM transformation at SANZ Clima**, reporting to the CEO: migration from HubSpot to Salesforce integrated with SAP and Pardot, with sales playbooks running in the CRM.
- **+25% online revenue** across 5 international markets and **-40% manual tasks** through process automation.

PROFESSIONAL EXPERIENCE

Sulzer · Madrid (global scope)

Global Demand Generation & Marketing Technology Manager — Oct 2026 – present

Promoted to lead global Demand Generation and Marketing Technology across the Chemtech, Flow Equipment and Services divisions. Reporting to the Head of Digital Marketing.

- Lead the global demand generation strategy to increase digital marketing's contribution to the sales pipeline.
- Manage an international team (1 direct and 4 indirect reports) and 2 specialist agencies.
- Own the Martech ecosystem (Dynamics 365, Salesforce, HubSpot, analytics) and the roadmap for scaling AI in marketing and sales.
- Designing a lead grading and scoring model to raise sales effectiveness and reduce the qualification workload.
- Define global standards for campaigns, lead management, tracking and attribution together with Sales and Commercial Excellence.

Global Digital Marketing Manager – Chemtech Division — Apr 2025 – Sep 2026

- Doubled digital leads in 2025, making digital the division's main source of lead acquisition.
- Influenced an eight-figure (CHF) sales pipeline through integrated paid media, email, webinar and nurturing programmes.
- Designed and deployed an AI agent that validates, enriches and qualifies leads: it filters out 30% of low-value leads and has saved more than 90 working days.
- Managed a six-figure paid media budget on Google Ads and LinkedIn Ads, optimising CPL, conversion and ROI.
- Led the HubSpot–Dynamics 365 integration (lifecycle, scoring and sales handover) and consolidated tools to reduce Martech costs.
- Presented results and AI initiatives to the CEO and worked daily with the sales directors on pipeline priorities.

SANZ Clima · Madrid (5 international markets)

Growth Marketing & Digital Transformation Manager — Nov 2024 – Apr 2025

- Reporting to the CEO, led digital transformation and international growth in Germany, Poland, the US, Mexico and Brazil.
- Global B2B and B2C e-commerce strategy: +25% online revenue, reaching markets with no physical sales presence.
- Led a 4-person multidisciplinary team as an internal innovation hub: +30% operational efficiency.
- CRM and automation roadmap: Salesforce integrated with SAP ERP and Monday.com, no-code automations (-40% manual tasks), change management and executive Power BI dashboards.

Marketing & Online Sales Manager — Oct 2019 – Oct 2024

- Built and led the centralised marketing, CRM and online sales function for subsidiaries in 5 countries, working with the management committee.
- Led the migration from HubSpot to Salesforce, integrated with SAP ERP and Pardot, including marketing automation, lead nurturing and lead scoring.
- Designed sales playbooks by process type (aftermarket spare parts and engineered-to-order equipment) and embedded them in Salesforce, standardising the sales methodology.
- Launched 3 B2C e-commerce sites and a B2B portal, with a global SEO strategy and conversion rate optimisation (CRO).
- Implemented Pimcore (PIM) to centralise product data and automate technical datasheets for all branches.

Teipe Digital · Madrid

Freelance Senior Consultant – Digital Strategy, CRM & Marketing Automation Feb 2016 – Jan 2020

- Senior consultant at a digital agency: digital transformation for B2B and B2C companies across sectors, from business analysis to implementation.
- Implementation of CRM (HubSpot, Salesforce), no-code automation, e-commerce and digital products with a focus on UX and CRO; strategy workshops with leadership teams.

Earlier experience

Allas, S.L. · Commercial and Administrative Associate May 2017 – Jul 2019

Full sales cycle for a real estate portfolio, reporting to the Managing Director; HubSpot CRM implementation and pricing strategy.

Smart Policy · E-Commerce & Branding Coordinator Nov 2015 – May 2017

Reporting to the CEO, led the launch of the Better Phone brand in Spain and Saudi Arabia; sold 80% of inventory to a key distributor.

Macundales · Digital Marketing & E-commerce Manager Oct 2011 – Mar 2015 · Caracas

Team of 4; e-commerce reached 18% of total revenue within two years, and clearance campaigns delivered +33% revenue. Previously Sales Representative and Marketing & Sales Assistant (2008–2011).

EDUCATION

Bachelor's Degree in Business Administration and Management · Universidad Santa María 2008 – 2015

Executive education

Management Programme in Marketing and Sales · IE Business School 2018

Accounting and Finance for Non-Financial Executives · IESE Business School 2021

Advanced Program in CRM and Marketing Automation (Salesforce) · ESIC Business & Marketing School 2022

Professional Certificate in Applied AI and Growth Hacking · Growit School 2023

SKILLS

Strategy and leadership: Demand Generation · Digital Transformation · Go-to-Market · Commercial Excellence · Revenue Operations · Sales Enablement · Change Management · Team Leadership · Stakeholder Management · Agency Management

Martech, data and AI: Marketing Technology (Martech) · Marketing Operations · AI Agents · Marketing Automation · Lead Management and Lead Scoring · Attribution · Data Governance · CRM–ERP Integration

Tools: Microsoft Dynamics 365 · Salesforce · Pardot · HubSpot · SAP ERP · Power BI · Google Ads · LinkedIn Ads · Make · Zapier

LANGUAGES AND CERTIFICATIONS

Languages: Spanish (native) · English (C1, daily working language)

Certifications: Official SAP FI Certification