

CONTACT

Madrid, Spain

+34 622 107 731

av@velazquezandres.com

linkedin.com/in/velazquezandres

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CORE EXPERTISE

Demand Generation | Martech | AI Agents | Digital Transformation | CRM | RevOps | Sales Enablement | Team Leadership

LANGUAGES

Spanish	Native
English	C1

ANDRÉS VELÁZQUEZ

ANDRÉSVELÁZQUEZ

Global Demand Generation & Marketing Technology Manager · Sulzer

Technology only matters when it moves the pipeline

EXECUTIVE PROFILE

Marketing and digital transformation leader with 18 years at the intersection of marketing, sales and technology. I lead global Demand Generation and Marketing Technology at Sulzer, aligning Marketing, Sales, IT and Data around shared KPIs with hands-on command of Martech, CRM and AI.

x2	**8 figures**	**30%**	**90+**
Digital leads in 2025	Influenced pipeline (CHF)	Low-value leads filtered out by AI	Working days saved with AI

PROFESSIONAL EXPERIENCE

Sulzer

Madrid · global scope · Chemtech, Flow Equipment and Services

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

- Lead the global Demand Generation strategy to grow 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) and the roadmap for scaling AI across marketing and sales.
- Set global standards for campaigns, lead management, tracking and attribution with Sales and Commercial Excellence.

INTERNAL PROMOTION · OCT 2026

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

- Doubled digital leads in 2025, with digital growing to 56% of the division's leads.
- Influenced an eight-figure (CHF) sales pipeline through integrated paid media, email, webinar and nurturing programmes.
- Designed an AI agent that validates, enriches and qualifies leads: it filters out 30% of low-value leads and has saved 90+ working days.
- Managed a six-figure paid media budget and led the HubSpot–Dynamics 365 integration.
- Presented results and AI initiatives to the CEO and worked daily with the sales directors.

EDUCATION

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

EXECUTIVE EDUCATION

IE Business School · 2018
Management Programme in Marketing and Sales

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

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

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

CERTIFICATION

SAP FI · Official certification

TOOLS

CRM and Martech

Dynamics 365 | Salesforce | HubSpot

ERP and data

SAP | Power BI

Automation

Make | Zapier

SANZ Clima
Madrid · 5 international markets

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

- Reporting to the CEO, led digital transformation and growth in Germany, Poland, the US, Mexico and Brazil.
- B2B and B2C e-commerce strategy: +25% online revenue, reaching markets with no physical sales presence.
- Led a 4-person internal innovation hub (+30% operational efficiency) and no-code automations (-40% manual tasks).

Marketing & Online Sales Manager — Oct 2019 – Oct 2024

- Built and led the centralised marketing, CRM and online sales function for subsidiaries in 5 countries.
- Led the HubSpot-to-Salesforce migration, integrated with SAP ERP and Pardot, with sales playbooks by process type.
- Launched 3 B2C e-commerce sites and a B2B portal, and implemented Pimcore (PIM) to centralise product data.

Teipe Digital
Madrid

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

- Digital transformation for B2B and B2C companies across sectors, from business analysis to implementation.
- CRM implementation (HubSpot, Salesforce), no-code automation and e-commerce; strategy workshops with leadership teams.

EARLIER EXPERIENCE

Allas, S.L. · Commercial and Administrative Associate · 2017 – 2019
Full sales cycle for a real estate portfolio and HubSpot CRM implementation.

Smart Policy · E-Commerce & Branding Coordinator · 2015 – 2017
Launched Better Phone in Spain and Saudi Arabia; sold 80% of inventory to a key distributor.

Macundales · Digital Marketing & E-commerce Manager · 2008 – 2015 · Caracas
E-commerce reached 18% of total revenue within two years.

CAREER PATH

2008	2015	2019	2025	2026
Macundales Caracas	Smart Policy Spain · Saudi Arabia	SANZ Clima 5 markets	Sulzer Chemtech global	**Sulzer Global · 3 divisions**