



ALEJANDRO PEREZ

Human Performance Consulting / Workforce Transformation

Sample of Client Recommendations and Testimonials

Alejandro is a strategic leader with broad knowledge in the sales excellence and leadership development space. We hired him in a consulting capacity to lead the design and execution of an end-to-end sales excellence academy at 3M. His knowledge and recommendations helped the company improve sales results.

Carolina Morales

Manager Marketing and Sales Excellence

3M

Throughout the years we have worked with Alejandro and his team in LATAM. We always count on him to help us in the assessment and development of our leadership capabilities. We have hired him on several occasions; he is very professional and very knowledgeable of the leadership development field.

Diego Avila

Learning and Development Manager

Astra Zeneca

I have known Alejandro and his professional work building and implementing sales excellence learning programs and also leadership development programs in two different organizations that I've worked for. We have called him on several occasions to help us as an external expert and consultant to solve performance gaps. I have seen his work generate tangible performance and sales results in two different organizations impacting leaders and also sales organizations. I recognize his analytical skills, his capacity to read his client's real business problems, and unstated needs. His work is always specific and customized to address each company's reality and industry-specific challenges.

Lina Maria Cetina

Learning & Development Manager

Avianca & Colsubsidio

A year ago we received a sales training course taught by Alejandro. In my 25+ years of experience in the high-tech industry, responsible for sales and leading sales teams this was the best training I've received, in one word, Spectacular!

Camilo Gomez

Director of Sales

Carvajal Technology

The sales effectiveness model designed by Alejandro for Tigo and Millicom Int. in Latin America was the adopted sales methodology worldwide. This work led and developed by Alejandro involved a deep dive into the business, competency modeling, and designing an end-to-end sales methodology. During this project Alejandro revealed notable competencies like service, flexibility, and excellent communication skills; additionally, enormous compromise as he personally appropriated the project starting from the strategic definition with C-suite executives all the way to facilitating and delivering face to face training sessions. Without a doubt I would work again with Alejandro, he is extremely ethical, intelligent, and always delivers.

Orlando Bolaños

VP of HR

Millicom LATAM

We hired Alejandro to build and implement our sales academy. We started developing a sales effectiveness and sales leadership competency model. After measuring performance gaps, Alejandro designed end-to-end learning roadmaps for all our sales organization in seven different business segments. The sales and sales leadership methodology Alejandro designed has become the company culture standard. It is the way we do business and how we build sustainable win-win business relations with our customers. The results of this program have been very positive as we have seen clear changes in behavior and we have been able to uncover new business opportunities in our client organizations. Alejandro is very knowledgeable in the sales effectiveness space, he is extremely professional, thinks systemically, and has a great capacity to articulate his client's expectations in order to design and deliver sustainable performance learning programs.

Martha Botia

Trade Marketing Manager

Corona Industrial

Thanks to Alejandro and his team we were able to consolidate our sales effectiveness model and also build a sales leadership program focused on developing leadership character (ethics and equity). He was able to build a program with innovative tools that delivered high impact strengthening our sales organization and teams.

Ana Maria Ardila

Agile Business Partner – L&D

Grupo Aval – Porvenir

Alejandro is a great leader and professional with relevant experience in the consulting field. Alejandro understands the complex and diverse challenges that companies experience in today's business environment translating it into integral training and consulting solutions that help organizations improve their performance. He has extensive knowledge of sales management and the specific needs of these areas providing solutions that support the commercial and business strategy. He is a great human being with solid values.

Zoraya Camelo

VP of Sales

Iron Mountain

We engaged Alejandro and his team for several workforce transformation initiatives, including the design and rollout of a leadership academy for over 600 leaders and a customer service culture transformation program that impacted 350 employees. Additionally, Alejandro facilitated our strategic planning sessions for three consecutive years (2013–2015).

One of the most impactful outcomes of our collaboration was a comprehensive leadership transformation initiative, which originated from our strategic planning work. Alejandro guided us in building an end-to-end program that began with the development of a leadership competency model, followed by an assessment of leadership gaps, and the design of targeted learning journeys for three distinct leadership tiers: frontline leaders, middle managers, and executives.

The 18-month initiative was not only rich in content but emphasized real-world application, behavioral transfer, and rigorous measurement and evaluation. The results were transformational—evident in significantly improved employee engagement, enhanced individual performance, and higher scores in our organizational culture assessments.

I highly recommend Alejandro to any organization seeking a strategic, results-driven partner for leadership development, organizational transformation, or performance consulting.

Carmen Dulia Prieto
Corporate University Lead
DIAN

In 2019 and 2020, we engaged Alejandro to lead a leadership development initiative for 100 of our leaders. He effectively connected our organizational goals to key leadership and job-related behaviors, which became the foundation for a leadership academy focused on building critical skills.

What set Alejandro's approach apart was his emphasis on practical application—ensuring that learning translated into action through a well-designed transfer and measurement strategy. This initiative became a cornerstone of our learning and development efforts during that period. I would highly recommend Alejandro and his team to any organization seeking to develop well-rounded, high-impact leaders.

Guillermo Drapa
VP SAP Learning LAC
SAP