

Phone: +1 305-333-6804

<https://www.linkedin.com/in/alejandro-perez-consultant/>

SUMMARY

Human Performance and Talent Development consulting leader with 15+ years of experience helping organizations align business strategy with talent strategy to accelerate workforce performance and organizational transformation. Built and scaled a consulting practice from inception, partnering with executive leaders to design and deliver performance improvement, leadership, and sales transformation solutions for more than 200 global organizations, including 3M, Coca-Cola, IBM, Oracle, SAP, Johnson & Johnson, Pfizer, Novartis, Bayer, BASF, Caterpillar, FedEx, Nestlé, Siemens, and EY. Recognized for translating business challenges into measurable talent solutions, leading complex consulting engagements, and enabling over 5,000 leaders and sales professionals to improve business performance through evidence-based learning and performance strategies.

PROFESSIONAL EXPERIENCE

SR. CHANNEL SALES AND ALLIANCES NAMER & LATAM

10/2025 – 07/2026COURSERA – San Francisco California USA (Remote)

Coursera is a leading global EdTech SaaS company that partners with 350+ universities and industry leaders to deliver enterprise learning, professional certificates, and workforce development at scale.

Role concluded following Coursera's 2026 merger with Udemy and subsequent organizational restructuring.

Highlights/Accomplishments

- Architected and launched a partner ecosystem from the ground up, designing the global program strategy, operating model, and GTM framework across Strategic Alliances, Resellers, SIs, MSPs, and Distribution partners.
- Built the operational backbone for scale partner segmentation and tiering, PRM implementation, deal registration, co-sell motions, and governance/rules of engagement enabling repeatable channel growth.
- Recruited and activated 20+ strategic partners across Corporate, Government, and Higher Education markets within six months, generating \$7M+ in sourced pipeline and \$1M+ in sourced revenue within nine months.

DIRECTOR OF PARTNERSHIPS AND BUSINESS DEVELOPMENT - LATAM

06/2021 – 02/2025Udemy – San Francisco California USA (Remote)

Udemy is the world's largest SaaS digital learning (EdTech) provider with an ARR of \$800M and a mission to help organizations with their talent strategy by up-skilling and re-skilling talent to support business performance.

Highlights/Accomplishments

- Built a channel partnerships program from the ground up across LATAM, recruiting, signing, and enabling 15 reseller and strategic partnerships (Government, Education, GSIs, ISVs, SIs, MSPs, Distribution) across 8 countries.
- Scaled the program into an ecosystem generating \$10M in sourced and influenced ARR, with 40% YoY revenue growth.
- Grew partner-sourced revenue from 30% to 70% within 12 months by leading GTM strategy, implementing co-sell frameworks, and building enablement and performance-management programs.
- Increased channel's share of total regional revenue from 5% to 40% by owning the full partner lifecycle sourcing, onboarding, enablement, and ongoing management supported by OKR planning, pipeline management, scorecards, and QBRs.
- Increased channel renewals from 40% to 80% by improving partner ROEs and equipping partners with customer success tools and value-added services, driving expansion/upsell rates from 30% to 70%.
- Partnered cross-functionally with Customer Success, Sales, Marketing, Product, Operations, Deal Desk, Engineering, Legal, and Finance to streamline execution and maximize partner impact.

PRINCIPAL, MANAGING DIRECTOR - HUMAN CAPITAL CONSULTING

2011 – 06/2021

Wilson Learning Worldwide Inc. – Bogota, Colombia

Wilson Learning Worldwide Inc. is an award-winning global L&D consulting firm with more than 60 years of experience building and implementing human performance improvement solutions in more than 25 countries.

Highlights/Accomplishments

- Built a performance L&D consulting business from the ground up to \$1.2M in annual revenue within 3 years, owning GTM strategy, P&L, hiring, and team development.
- Grew sales 30% YoY, expanding into 5 new LATAM countries and increasing market share from 1% to 10% within 10 years in a highly competitive market.
- Delivered an average of 10 new clients per year, building a strong pipeline and penetrating new market segments while leading a global team.
- Engaged director-and-above executives (Sales, HR, OD, L&D) across 200+ client organizations to diagnose performance gaps and design multi-modal learning roadmaps.
- Designed, led, and implemented end-to-end learning programs (sales, leadership) for 200+ global companies including 3M, Caterpillar, Coca-Cola, J&J, EY, and Pfizer among others applying instructional design frameworks (ADDIE, Bloom's Taxonomy, Merrill) and adult learning principles, driving 20-45% performance gains.
- Owned full lifecycle delivery on 200+ L&D engagements analysis, design, delivery, measurement, and executive reporting.

SR. PERFORMANCE ENGAGEMENT MANAGER - LEARNING & DEVELOPMENT

2009-2011

Wilson Learning Worldwide Inc. – Bogota, Colombia

Highlights/Accomplishments

- Designed and delivered hundreds of large-scale sales L&D programs (600+ participants) for global companies including SAP, Nestle, ABB, Sodexo, Sanofi, IBM, Lenovo, Siemens, and HP owning the full lifecycle from competency modeling and needs assessment through delivery and evaluation.
- Drove double-digit sales performance gains by diagnosing competency gaps, building learner-centered roadmaps, and implementing learning-transfer and impact-evaluation methodologies across hundreds of client engagements.

ADDITIONAL EXPERIENCE

Associate Marketing Manager | Wilson Learning Worldwide Inc. | Orlando FL USA

2006 - 2009

Controller | BASF (The Chemical Company) | Bogota Colombia

2005 - 2006

Marketing Projects Associate | Wilson Learning Worldwide Inc. | Bogota Colombia

2002 - 2003

EDUCATION

Executive Education, Leading an AI-Powered future, Wharton, Penn

MBA, Crummer Graduate School of Business, Rollins College, Winter Park, FL

BS, International Business Rollins College, Winter Park, FL

OTHER SKILLS & EXPERTISE

-
- **Languages:** Spanish – Native/Bilingual + English – Native/Bilingual
 - **Partnerships & Alliances:** Channel Sales & Business Development · Partner Ecosystem Strategy · SaaS & Cloud Tech Sales · GTM Strategy & Execution · Deal Structuring & Negotiation · P&L Ownership & Forecasting · Enterprise B2B sales · B2G and Institutional Sales
 - **Workforce Transformation:** Human Performance Improvement · Management & Performance Consulting
 - **Technology:** Salesforce · Crossbeam · Gong · Tableau · Highspot · Slack · Office · Google Workspace · Claude · ChatGPT · Edtech · LMS · LXP · HRTech
 - **Certifications:** Six Sigma Green Belt