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SUMMARY

Partnerships and channel leader with a track record of building partner ecosystems from zero to scaled revenue engines. Built and scaled channel programs across 33 countries spanning two of the world's largest EdTech SaaS platforms, generating \$10M+ in partner-sourced ARR at Udemy and \$7M+ in sourced pipeline at Coursera across North America and Latin America. Deep expertise across the full partner lifecycle including partner sourcing, executive negotiation, GTM strategy, partner management, enablement, sales performance management, and governance with proven ability to stand up partner programs from scratch and scale them into durable revenue channels.

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, GSIs, MSPs, Marketplaces, 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

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- **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 Code · ChatGPT · Gemini · Edtech · LMS · LXP · HRTech
 - **Certifications:** Six Sigma Green Belt · Google AI professional