

Walter Bruno Prado Vieira

B2B Technical & Consultative Sales Specialist · From Industrial to Technology

Email: wbrunovieira77@gmail.com | **Phone:** +55 11 98286-4581

LinkedIn: linkedin.com/in/walter-bruno-vieira | **Website:** brunov.wbdigitalsolutions.com/en

Location: Brazil · Remote (open to relocation)

PROFESSIONAL SUMMARY

Sales professional with **25+ years** selling technical and complex products across **multiple segments**: from industrial machinery and equipment to software, ERP and technology. I own the full consultative sales cycle (prospecting, discovery, demo, scoping, negotiation and closing), translating client needs into solutions. My rare edge is **technical depth**: because I also build software (full-stack and AI), I demo, size and scope complex products with a credibility few salespeople have. Open to new segments: what drives me is a great product and a real challenge.

- Sold forklifts, industrial piping, ERP, Adobe and my own software: the same consultative selling works for any product.
- Managed accounts of all sizes (from SMB to large / key accounts), with strong, consistent results across retail, industry and pharma.
- Rare edge: I understand the product as deeply as an engineer. I run technical demos, size, scope and speak as a peer with the client's technical team.

SKILLS

Sales: B2B Sales, Consultative & Solution Selling, Account Management SMB to Enterprise (Key Account), Territory Management, Prospecting & Pre-sales, Negotiation & Closing, Account Expansion (Upsell / Cross-sell), Post-sales & Relationship.

Methodologies & Tools: SPIN Selling, SPICED, Consultative Selling, Sales Pipeline, Forecast, Lead Qualification; Pipedrive and a proprietary CRM (AI lead scoring, automated proposals).

Technical fluency (differentiator): software development, APIs & integrations, AI/LLMs, cloud (AWS). Foundation for technical demos, sizing and scoping.

PROFESSIONAL EXPERIENCE

WB Digital Solutions · Founder · Sales & Development | Feb 2023 – Present

- Run the full sales cycle (prospecting, discovery, scoping, proposal, pricing, negotiation and closing) with B2B clients in Brazil, Italy and the US.
- Grow accounts through upsell of new modules over delivered products, from landing pages to multi-month platforms.
- I know the sales process well enough to automate it: built a B2B CRM with AI lead scoring and automated proposal generation.
- I sell with the confidence of someone who delivers: I master the end-to-end solution (platforms, AI integration, cloud), so what I promise in the sale actually ships and lasts.

International Experience · Italy and Portugal | 2017 – 2023

- Lived in Italy and Portugal, with diverse professional experiences and strong cultural immersion.
- Consolidated fluency in Italian, English and Spanish, today an edge in serving global clients.

Retrak Empilhadeiras (Forklifts) · Technical Sales Specialist | Mar 2009 – Jul 2017

- Technical sales of STILL forklifts in Greater São Paulo (large industries and logistics centers): took over an underperforming territory and consistently turned it into one of the company's top-revenue areas.
- **Carrefour**: closed a national 3-year rental contract of 100+ forklifts for distribution centers across Brazil.
- **Reckitt Benckiser**: grew the account from 1 to about 40 forklifts (mostly electric, higher value), up to full fleet outsourcing with a dedicated on-site maintenance team.
- Consultative management of accounts of all sizes (Colgate, Droga Raia and retail chains): technical sizing and configuration for distribution centers.

Multi-Segment Technical Sales Track | 2000 – 2008

- **SmartBoard** · Technical Sales (2007–2008): interactive digital whiteboards (needs assessment, demo and closing).
- **Softcorp** · Product Manager & Adobe Specialist (2006–2007): opened the education market (universities and school networks).
- **Adobe** · Commercial Specialist (2005–2006): corporate software licensing through the distributor and reseller channel.
- **JN Moura** · ERP Software Representative (2004–2005): prospecting, sales, implementation, training and support (stores and pharmacies).
- **Aerodinâmica** · Industrial Technical Sales (2000–2004): thermoplastic piping (PVC, PP, PVDF); opened the PVDF market for injectable-water systems in the pharmaceutical industry.

EDUCATION

FGV · Postgraduate Specialization in Sales, Negotiation & Marketing (completed) | 2013 – 2014

Fundação Getulio Vargas, São Paulo.

UNIP · Logistics Degree (coursework completed, not finalized) | 2010 – 2012

Universidade Paulista, São Paulo.

Technology Training (differentiator)

MBA in Software Architecture (Full Cycle, in progress), AI Engineering (Data Science Academy), Ignite Full-Stack (Rocketseat), CS50x (Harvard).

LANGUAGES

Portuguese (Native) · English (Fluent) · Italian (Fluent) · Spanish (Professional).