Guillermo Chiyah Álvarez de Buergo

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PERSONAL PROFILE

B2B SaaS professional with experience at HubSpot, Paligo and IBM across EMEA and North America. Combines commercial expertise, customer insight and analytical thinking with an MSc in Digital Marketing. Skilled in understanding business challenges, identifying opportunities and translating insights into actionable recommendations to drive growth. Brings a strong understanding of buyer needs, sales pipelines and the link between customer insight and commercial outcomes.

CORE COMPETENCIES

B2B Sales Strategy | GTM Strategies | Customer Discovery & Insights | Data-Driven Decision Making | Cross-Functional Collaboration | CRM & HubSpot | Marketing Management | Email Campaigns | Voice of the Customer

LANGUAGES

Spanish (Native) **English** (Fluent) **French** (Intermediate)

EMPLOYMENT HISTORY

HubSpot | Associate Business Development Representative Oct 2024 – Aug 2026

- Contributed to the '90 Days to Get It Right' campaign for Iberia and LATAM, analysing approximately 25–30 customer conversations to identify buyer needs and inform campaign messaging.
- Developed localised English- and Spanish-language email communications across EMEA and LATAM, aligning messages with customer pain points and product value.
- Shared customer and competitor insights with Sales and Marketing stakeholders to refine targeting, regional content and prospect follow-up.

Paligo | Business Development Representative Nov 2023– Oct 2024

- Executed segmented, multichannel prospect outreach across EMEA, achieving 42% email open rates and 28% response rates.
- Used discovery insights and engagement results to refine audience targeting, value propositions and follow-up, collaborating with marketing colleagues to improve relevance and opportunity quality.

IBM | Business Consultant Sept 2022 – Oct 2023

- Qualified inbound prospects across EMEA by identifying business needs and matching them to relevant solutions, contributing to a 28% increase in lead-to-opportunity conversion.
- Translated customer and competitor insights into enablement materials and partner playbooks, supporting an 18% improvement in regional win rates.

Starlite Music Festival | Marketing Events Executive Jan 2019 – Dec 2019

- Supported festival brand activations and audience-facing events, coordinating partner promotions and engagement activities.\nPromoted the festival through local hotel and gallery partnerships to extend audience reach.
- Adapted social content for English-speaking audiences and reviewed engagement results with the Community Manager to inform improvements.

EDUCATIONAL HISTORY

UCD Michael Smurfit Graduate Business School, Ireland Sept 2021– July 2022

MSc in Digital Marketing

Lancaster University Management School, United Kingdom Oct 2018 – June 2021

BSc (Hons) Marketing Management with First Class Honours