MIGUEL ZARZAR, MBA

Business Development Leader | Home Improvement & Building Products Industry

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PROFESSIONAL SUMMARY

Native Spanish-speaking business development leader with nearly 10 years in the home-improvement and building-products industry and 20+ years of overall B2B experience. At Centah, grew a home-improvement software business from 2 to 7 Latin American countries and managed a key account with one of the region's largest home improvement retailers. At YellowHat, built the commercial foundation for a B2B platform serving building materials manufacturers, from a big-box retailer partnership case to pricing and target accounts. Understands how retailers, manufacturers and homeowners buy — and how to build programs that connect them.

CORE COMPETENCIES

Industry: Home Improvement Retail & Big-Box Channel • Building Materials Manufacturers • Dealer & Installer Networks • Homeowner Sales • Trade Shows (IBS, NAHB)

Business: Business Development • Key Account Management • Channel & D2C Programs • Vendor & Partner Relationships • Strategic Planning

Operations: Multi-Country Operations • Budget Management • Process Improvement • Training & Onboarding • Customer Experience

Languages: Spanish (native) • English (professional working proficiency)

PROFESSIONAL EXPERIENCE

YELLOWHAT TECHNOLOGY **Jan 2025 – Present**

Business Development Director / Project Lead

Pre-launch startup developing programs for building materials manufacturers

- Built the company's commercial foundation alongside the founder/CEO, in a hands-on, multi-role startup serving the building materials industry.
- **Enterprise partnership proposal (big-box retailer):** researched its Pro business and market, then wrote the business case, partnership proposal and executive deck for an integration with its Pro ecosystem.
- **Market mapping & pipeline:** built a target database of **1,200+ North American building-materials and home-improvement companies** from trade-show directories and ZoomInfo, prioritized **key target accounts by revenue**, and ran campaign lists and trade-show lead follow-up in the CRM.
- **Pricing & sales assets:** defined the three-tier subscription packaging and the manufacturer value proposition, and produced the trade-show pitch deck, executive presentations and program sales presentations.
- **Programs for manufacturers:** created a program catalog covering channel strategy, dealer recruitment, installation networks, fulfillment and after-sales, with program documents and program videos.
- **Training & onboarding:** wrote manufacturer and dealer training manuals and demo videos, authored the approved learning-module framework, and mapped manufacturer, dealer and contractor onboarding flows.

PARADISE EXTERIORS — South Florida **2024**

Sales Consultant (short-term)

Residential home exterior products

- Met homeowners, ran in-home product demonstrations and prepared and closed residential sales contracts.

CENTAH INC. (a Financeit company) — Fort Lauderdale, FL **Dec 2016 – Feb 2024**

Business Development Manager, Latin America

Software and services for the home improvement industry

- **Expanded operations from 2 to 7 countries**, overseeing all company activity in Chile, Colombia, Peru, Mexico, Brazil, Argentina and Uruguay.

- **Managed the Sodimac key account** — one of Latin America's largest home improvement retailers — a **$720K+ annual account**, delivered on target each year.
- **Grew regional revenue three years running** — +25% (2017), +19% (2018), +16% (2019) — and closed **103% of goal in 2021**, meeting targets again in 2023.
- Implemented the Centah software platform and deployed its services for home improvement customers across the region.

TELECTRONIC — Chile, Peru & Colombia **2008 – 2015**

General Manager, Chile, Peru & Colombia (2012 – 2015) • General Manager, Peru (2008 – 2012)

Contact center solutions and technology integrator

- Led regional operations with **200+ staff** across three countries and a **$15M+ budget**, integrating cloud, SaaS, contact center, voice and data solutions.
- Grew the Peru business to **$8M+ in annual sales**, beating sales goals by **18%** and profit goals by **23%**; managed a team of 70+ professionals.

MOVISTAR EMPRESAS / COMPAÑÍA TELEFÓNICA DE CHILE **Earlier career**

Sales Manager • Business Manager • Commercial Business Manager

- Delivered **108% of the 2007 sales budget**, raised sales productivity **9%** and customer satisfaction **13%**, and cut delinquency **18%**.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA) — Pontifical Catholic University of Peru (PUCP)
B.S. in Electrical Engineering, Telecommunications — University of Chile
B.S. in Management — Adolfo Ibáñez University, Chile
Associate Degree in Marketing — University of Chile
Certificate: The Rise of Generative AI and What It Means for Business (2024)