



GERARDO RENÉ CEBALLOS MUÑOZ

COMMERCIAL SPECIALIST & BUSINESS STRATEGIST

Commercial leader with over 25 years of professional evolution, integrating analytical information, service orientation, and a solid mastery of the energy sector. Specialized in B2B/B2C/B2G commercialization, contract structuring, and regulation of both regulated and unregulated electricity markets. With a foundation in Business Administration and a dual academic vision in Projects and Marketing, leads with agility, maximizing profits and strategically expanding high-consumption portfolios.

CONTACT

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EXECUTIVE SKILLS

- Electricity Market.
- B2B/B2C/B2G Commercialization.
- Key Account Closing.
- Project Evaluation.
- Strategic Analysis.
- Team Leadership.
- Customer Experience (CX).
- Applied AI in Business.

EDUCATION

Master's in Project Formulation, Evaluation & Mgt.

Univ. Rafael Landívar • 2021

Master's in Marketing Management

Univ. Rafael Landívar • 2017

Bachelor's in Business Administration

Univ. Rafael Landívar • 2011

Technical Degree in Mktg, Advertising & Graphic Design

Montano College • 1999

EXECUTIVE & PROFESSIONAL EVOLUTION

Deputy Manager of Energy Commercialization

Head of Government and Major Accounts | 07/2015 – Present

GUATEMAL / ENERGUATE

- **B2B & B2G Direction:** Leadership in commercial strategy for Large Users, Key Accounts, and the Government sector, managing portfolios of \$160M+ annually.
- **Business Development:** Generation, structuring, and closing of high-value electricity supply contracts, increasing market share and maximizing business value. Portfolio of \$10M+ annually.

GPS Product Specialist | 09/2013 – 02/2015

ASISTENCIA GLOBAL DE GUATEMALA (GEONET)

- **Technological Innovation:** Redesign of B2B/B2C business models focused on telemetry and security, innovating the value proposition to generate higher profitability and commercial expansion. Portfolio of \$2M+ annually.

Customer Service Coordinator | 03/2011 – 09/2013

DETEKTOR

- **Customer Experience (CX):** Facilitation of premium experiences, ensuring quality of care across all service channels.
- **Deal Closing:** Direct strategic and technical support to the sales force to make complex B2B negotiations viable.

Sales Coordinator / Statistical Advisor | 06/2007 – 05/2010

BANCO PROMERICA

CERTIFICATIONS

Great Place to Work

Leader for All (2026)

INCAE Business School

AI in Service Mgt. (2025) | Finance (2024) | Leading the Business (2022-2023))

AGER

Energy Commercialization (2025) | Solar Energy (2024)

AMM

Regulation and Demand (2024)

ADDITIONAL TRAINING

Innovation & Tech:

Finance & AI (U. Internaciones) | Disruptive Technologies (Rocket Innovation) | Data & Power BI (ITLearning)

Public Mgt. & Energy:

Public Administration (INAP) | Electricity Markets for Large Users (Sistemas RLC)

Management & Methodologies:

Agile Project Mgt. (U. Internaciones) | Change Mgt. & Innovation (CIG)

Strategy & Leadership: Advanced Sales (D. Enríquez) | Storytelling (Lavidita) | Teamwork (Grupo Vallejo)

LANGUAGES

Spanish: Native

English: Advanced / C1

- **Quantitative Analysis:** Development of numerical and statistical analysis models to optimize the call center and collections department.
- **Mass Placement:** Direction of face-to-face channels and telemarketing for the massive and exclusive sale of credit cards.

Operational, Technical, and Promotional Trajectory | 2001 – 2007

MULTIPLE ORGANIZATIONS

- **Univ. Rafael Landívar:** Library Officer I and II; meticulous management of technical processes.
- **Telgua (Tracfone Wireless):** International technical support and consulting for the US market.
- **Distribuidora Alcazarén:** In charge of national promotion strategies (Red Bull).

ENTREPRENEURIAL & CREATIVE DEVELOPMENT

- **Business Vision:** Launch and operational administration of automated retail projects, corporate imports, and web solutions development, maintaining a constant focus on profitability and scalability.
- **Musical Arts & Production:** Active guitarist in live music stages and knowledgeable in professional audio equipment. Continuous musical practice provides a fundamental executive balance, enhancing emotional intelligence, methodical focus, and the ability to orchestrate creative solutions in complex corporate environments.

Experience to structure with precision.

Vision to **innovate** with purpose.

Maturity to lead with **results**.