



Manuel Prados Alonso

KEY ACCOUNT MANAGER | ENTERPRISE & PUBLIC SECTOR SALES

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Personal Information
17 / 11 / 1992

PROFESSIONAL SUMMARY

Enterprise Account Executive with 6+ years of B2B consultative sales experience in the Spanish market, specialising in cybersecurity and cloud infrastructure. Proven track record managing complex enterprise and public sector territories with regular C-suite engagement at CISO, CTO and IT Director level. At NTT DATA, led the sale of cybersecurity, networking and hybrid cloud solutions across strategic public sector accounts in Madrid, exceeding 150% of new business targets. Currently at Oracle, managing an enterprise territory focused on cloud and database adoption across Spain. Brings a hunter mentality, deep understanding of identity-adjacent security conversations, and the ability to navigate long, complex sales cycles across large organisations.

PROFESSIONAL EXPERIENCE

- Oracle , Account Executive — Cloud &Technology | Jun 2025 – Present**
- Territory Management:** Enterprise and mid-market accounts in Spain, with full ownership of annual booking and license targets.
 - Cloud Sales:** Selling OCI, Autonomous Database, Analytics Cloud and SaaS to CIOs and CTOs across the territory.
 - Pipeline & Forecasting:** Precise pipeline management and forecasting in Salesforce, with daily coordination with presales (SE), Customer Success and partner channel.
 - Partner Ecosystem:** Alignment with the technology partner ecosystem to expand market coverage and accelerate deal closure.
- NTT DATA, Key Account Manager — Public Sector | 2022 – 2025**
- Strategic Accounts:** Managed enterprise and public sector accounts with regular engagement at CISO, CTO and IT Director level.
 - New Business:** Delivered 150%+ increase in new IT business generation in assigned territory —
 - Cybersecurity, Networking and DataCenter.
 - Go-to-Market:** Designed and executed go-to-market strategies in cloud infrastructure, managing leading technology partners.
 - Multidisciplinary:** Coordinated presales, legal and delivery teams on high-complexity projects across the full sales cycle.
- MEDAC , KKR Portfolio, Regional Director | 2021 – 2022**
- P&L management of educational center within the MEDAC group, backed by KKR. Full responsibility over teams, operations and commercial KPIs for enrollment and student retention.
- ESIC Business & Marketing School, Sales Manager | 2018 – 2021**
- B2B consultative sales, new product launches and corporate channel management. Achieved 22% sales increase. Teaching Digital Strategy.

EDUCATION

Double Degree International Business & Marketing
Fachhochschule Dortmund & ESIC University | 2014 – 2018
Master in Data Science & AI (400h)
The Bridge | 2022 – 2023

LANGUAGES

Spanish: Native. **English:** C1 — Full professional proficiency.

SKILLS

Sales: Enterprise B2B Sales · Territory Management · Pipeline & Forecasting · Negotiation & Closing · C-suite Presentations · Consultative Selling · Partner Management · Account Planning · Cross-sell & Upsell

Commercial Tools: Salesforce CRM · LinkedIn Sales Navigator · Microsoft Office (Advanced Excel, PowerPoint) · Monday.com · ClickUp

Technology: Cloud (OCI, AWS, Azure, GCP) · HCI / CNAPP / CSPM · Python · SQL · Power BI · Tableau · Data Visualization

CERTIFICATIONS

- Oracle Cloud Infrastructure 2025 Certified Foundations Associate** — Oracle, 2025.
- Data Science Bootcamp (400h)** — The Bridge | Digital Talent Accelerator: Python Fundamentals · SQL · Tableau · Data Visualization · Data Analyst · EDA · Object Oriented Programming.
- Getting Started in Data Science** — Dataquest.io, Nov. 2021.
- Python for Data Science: Fundamentals** — Dataquest.io, Nov. 2021.

OTHER INTERESTS

Finance & Investment: Passionate about financial markets; actively managing a personal investment portfolio focused on equities and market analysis.

Golf & Home Renovation; Keen golfer and passionate about home renovation and DIY projects.