



# Maria Paula Rincon Adarme

Business Developer Manager

Milan, Metropolitan City of Milan, Italy

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## Links

[LinkedIn](#)

## Languages

Italian (Basic)

English (Fluent)

Spanish (Native)

## About

I am a Management Engineer with over 3 years of experience in management and business development. I recently graduated from a Master of Science program at Politecnico di Milano. I have worked in a Dutch start-up where I was responsible for launching the company in the Colombian and Latin American market. With a deep curiosity about sustainable development, design, and innovation.

### BRANDS WORKED WITH

aQysta B.V.

Chamber of Commerce of Bucaramanga

YEP Programmes

## Experience

### ● Country manager

aQysta B.V. | Nov 2019 - Feb 2021

I was responsible for network development in Colombia and Latin America: Successfully managed national and international contract negotiations for sales with legal, accounting, and export professionals. Closing distribution agreements and product shipments to Ecuador and Argentina. Activate social media (Facebook and Instagram) with a deep impact on network and sales. Colombia was selected as the company leader in B2C sales in 2020. Developed educational technical material based on the user's insights with the marketing team. Increasing the awareness and trust of customers. Developed a creative technical analysis for the improvement of the installation process and the quotation with a customer focus. Created a brand-new sales process for different customers (small and medium size companies, government, and farmers). Developed the Colombian and Latino-American company identity with the Colombian team.



### ● Young Expert - Water and Agrifood

YEP Programmes | Jan 2018 - Jan 2020

YoungExpert Programmes's (YEP Programmes) mission is to create a young, renewed, inspiring international network and build professional expertise in the fields of Water, Agrofood and renewable Energy through Dutch organisations, operating in developing countries and emerging markets.

### ● Business Developer

aQysta B.V. | Nov 2017 - Nov 2019

I was responsible for introducing aQysta and its first sustainable product for agriculture, the Barsha water pump, to the Colombian market: Identified specific prospects to reach out to, with an effective plan for communicating the specific value proposition for their business. Successfully identified emerging trends to drive market growth. And develop successful strategies to convert them into sales. Leader in the lead creation strategy among the global team. Implement odoo to track customers' process and acquisition, reporting findings to the global sales team and the COO.

### ● Management and Social Responsibility consultant

Chamber of Commerce of Bucaramanga | May 2016 - Oct 2016

Consultancy for the development of sustainable management capabilities for the construction sector in the region of Santander, Colombia

## Education & Training

2021 - 2023

### ● Politecnico di Milano

MSc Management Engineering, Management Engineering

2013 - 2017

● **Universidad Industrial de Santander**

Bachelor Industrial Engineering, Industrial Engineering