



Luis D. Cordero

Business & Market Development, International Sales Support, Customer Service.

📍 Berlin, Germany

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Languages

Polish (Fluent)

French (Fluent)

English (Fluent)

German (Work Proficiency)

Spanish (Fluent)

About

The human being needs to be surrounded by people with positive minds, with energy to learn, and above all, we need to be prepared to face challenges of the size of the situation that we face. Life has taught me to face challenges to develop a career in the music industry and in the sales sector, I am hungry for learning, and I love to impose challenges on myself and adventure to continue learning every day. Music has taught me to study and work hard every day, it led me to generate an infinite passion for work and showed me that every new day is a day in which you have to be a better person and a better human being. I speak 5 languages and I know many European and American cultures, I have experience in the business world and I am extremely organized, I can assure you that working as a team by my side will not be a disappointment but a joy.

BRANDS WORKED WITH

- Active Foods Supplements
- D'ADDARIO & COMPANY, Inc.
- Various
- Zalando
- Tesla
- Snom

Experience



● International Sales Support Specialist

Zalando | Mar 2021 - Now

- Support the growth of the Connected Retail network across Europe.
- Collaborate with team members to achieve target results.
- Support the sales team by informing and educating qualified leads about Connected Retail's technical, onboarding and logistics integration process according to briefing and documentation.
- Plan and execute new strategies to increase sales.
- Explore and create new ways to resolve problems with processes and team members to improve overall efficiency.
- Inbound/Outbound Sales Lead Management.
- Salesforce technical support
- Built and maintained courteous and effective working relationships.
- Resolved customer queries and problems using effective communication and providing step-by-step solutions.
- Maximized customer engagement and satisfaction by delivering excellent customer service.



● Freelance Musician

Various | Jul 1998 - Now

- Repertoire Preparation and Stage Management.
- Communication with the festival organizers (Konzert Direktion Schmid, Rheingau Music Festival, Mecklenburg-Vorpommern Music Festival, among other.
- Masterclass Preparation.
- Artistic Collaboration with symphonic Orchestras and Chamber Music Projects around Europe, USA, and Venezuela.
- Incorporated professional feedback to consistently push boundaries of performing capabilities.
- Coordinated performances with highly talented multidisciplinary team.

● European Business Development Manager

D'ADDARIO & COMPANY, Inc. | Nov 2017 - Feb 2020

- Create an overall European brand strategy for the D'Addario Orchestral brand.
- Increase sales, market share, and overall market awareness of products presenting and representing DAddario Orchestral products to the European market via direct engagement with distributors, leading retailers, musicians, teachers, and other influencers.
- Build links to influencers in the Orchestral community to leverage their market influence.
- Manage and attend events and present the D'Addario Orchestral brand

at such events.

- Deliver product training to the orchestral community Gather market intelligence to aid price positioning and forecasting.
- Create partnership contracts with Artists, Build relationships, product awareness, and brand advocacy, amongst the musician's networks
- Built and maintained courteous and effective working relationships.

● **Market Development Manager**

Active Foods Supplements | Jan 2010 - Jan 2011

Contact customers of Spanish-speaking countries on the phone.

- Description and recommendation of company products.
- Receiving and forwarding orders from customers.
- Created sales strategies to promote advertising offerings and motivate larger deals.
- Developed innovative product solutions grounded in a clear understanding of customer needs.
- Maximized outreach by implementing marketing strategies to grow customer base.



● **International energy support specialist**

Tesla | Jul 2023 - Oct 2023

* Verbal and Written Customer Support:

- Deliver exceptional customer support through both verbal interactions over the telephone and written communication via email systems.
- Effectively communicate technical concepts in a clear and understandable manner, ensuring customers feel supported and valued.
- Showcase the ability to empathize with customers' concerns and provide solutions that address their needs promptly.

* Technical Issue Resolution:

- Demonstrate expertise in evaluating the needs of customers and installers, showcasing the ability to understand complex technical inquiries.
- Highlight creative and pro-active approach to problem-solving, illustrating instances above and beyond to resolve technical challenges.

* Decision Making:

- Emphasize the capacity to analyze situations and determine the most suitable courses of action for various support scenarios.
- Showcase the ability to make informed decisions under pressure, ensuring the best outcomes for customers and installers.

* Communication and Collaboration:

- Highlight skills in communicating customer and installer concerns to escalation teams and relevant stakeholders.
- Showcase instances where the collaboration with other teams contributed to successfully resolving issues and enhancing customer satisfaction.

* Data Management:

- Emphasize attention to detail by accurately recording customer issues and relevant data into CRM/support systems.



● **Inside sales specialist**

Snom | Dec 2023 - Now

- * Engage with customers and collaborate with the Sales Team to ensure their needs are met.
- * Act as a technical point of contact for our company's partners and

customers, ensuring their comfort with request implementation.

* Support the sales team by preselecting and prioritizing new contacts, task allocation, and internal process organization.

* Take responsibility for the smooth execution and documentation of new processes.

* Deliver presentations and create proposals to engage with both new and existing stakeholders.

* Participate in trade shows and partner events to meet customers and partners.

* Utilize technical expertise to follow up with partners and customers, resolving their issues promptly and successfully.

* Maintain, document, and provide reliable reports, using ERP and CRM systems for efficient management.

Education & Training

2008

- **Centre des Etudes Superieures de Musique et Danse**

Master of Arts,

2007

- **Université Toulouse - Jean Jaurès**

Master of Arts,

2005

- **Conservatoire National de Region de Toulouse**

Bachelor of Arts,