

Inés Guerra

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Date of birth: May 27th, 1995,

Madrid, SPAIN. Jun 2026

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Work Experience

Vasalto, Sales Manager – June 2023 – Currently, Madrid

VASALTO is a tax, legal and payroll advisory and consulting firm.

Leading sales, marketing & CS department (Delivered 149% ARR performance with peak quarters at 185% quota, positioning the company as Factorial's top payroll partner in Spain and earning a nomination for 'Fastest-Growing Partner').

Gretel, Sales Manager – September 2022 – June 2023, Barcelona.

Gretel is a SaaS for marketing KPIs - Automatically receive marketing insights to get clear view of what your agency and team are up to. In charge of entire sales cycle, software events and acceleration programs.

MyLenio, Growth Manager – March 2021 – August 2022, Madrid – Portland, USA.

MyLenio is a SaaS for software companies to automate internal processes. Creation of MK & Sales team.

Recruitment & Onboarding of sales & marketing profiles: SDRs and Marketing Analyst. Management team & workloads. In charge of new opportunities to bring revenue to MyLenio.

Tailor Hub, Head of Business Development and Operations & Co-founder – March 2019 – March 2021, Madrid.

Tailor Hub is a digital boutique; we provide digital solutions and products to our clients. In charge of product and operations. Tech team of 12 lead and more than 200k € sold in software projects in less than a year. (Exit Modulus Ventures)

Nido, Business Developer – 2018, Melbourne and Tel Aviv-Yafo

Nido is free communication app designed for university clubs and societies. Employee at Operations department in charge of partnerships and fundraising. YC School company.

Telefonica S.A., Legal Trainee – Summer 2017, Madrid Headquarters

Allfunds Bank, Investment researcher Trainee - Summer 2016, London Branch

Entrepreneur, owner of private business since 2014

Bouncyland (events organization), Kpique (clothing) & War and Peace (PR management).

Education

Law Master, September 2018 - July 2020

Master Acceso a la abogacía. UDIMA & ICAM (Lawyer).

Web development Bootcamp, January - March 2019, Madrid.

IRONHACK, Madrid. Full stack developer: React & JavaScript.

Double degree in Law and Business Administration and Management (E-3), 2013 - 2018

Universidad Pontificia de Comillas Madrid (ICADE - ICAI). Intern of Strategy department of the University.

Exchange Program at RMIT University, Melbourne, Australia, 2017

NOVA Talent member, April 2020.

Other

Rua Flores de Santa Cruz & Saas Growth: External Sales Ops - CRM manager: Pipedrive & Hubspot.

Universidad Pontificia de Comillas Madrid (ICADE - ICAI) - Lecturer in Entrepreneurship.

Revenue Square - member since 2022.