Salvador Carrillo

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Business Development & Partnerships | Cross-Border Payments & GTM |
US and Latin America & Caribbean Specialist

Professional Summary

Senior Commercial & Business Development Leader with 15+ years managing $2B+ portfolios and delivering 20%+ quota outperformance across Visa, American Express, and Western Union. Proven track record closing multi-year financial institution and enterprise partnerships, scaling cross-border payment rails, and directing high-velocity GTM execution across North America and LAC. Hands-on AI practitioner who builds AI-driven workflows for pipeline tracking, reporting, and performance analytics. Bilingual: English & Spanish.

Core Competencies

Commercial & Deal Execution: Strategic BD & Deal Structuring | FI & Enterprise Partnerships | Consultative Solution Selling | P&L & Portfolio Management ($2B+)
Payments & Regional Domain: Cross-Border Payments & LAC Corridors | Issuer & Merchant Acquiring | Co-Brand & Loyalty Platforms | SMB Market Expansion
GTM & Operational Scale: GTM Strategy & Commercialization | Sales Enablement & Field Readiness | Cross-Functional Leadership | Pipeline Forecasting & CRM

Visa Inc., Miami, FL **2023 - 2025**
Director, Global Sales Enablement
Drove commercial adoption of Visa's cross-border, money movement, value-added services, and SMB solutions by equipping thousands of sellers globally to sell them to FIs, merchants, and fintechs.

- Built global sales plays and toolkits for Cross-Border, Money Movement, SMB, Risk & Identity, and Onboarding.
- Raised program engagement 100% and seller confidence 40% across global client-facing teams.
- Turned field objections and competitive intelligence into positioning and sales narratives, including for emerging payment capabilities.
- Co-led quarterly cross-regional GTM launches, readying 1,500+ sellers and support teams per launch to accelerate product adoption.
- Built AI workflows for pipeline tracking and meeting follow-ups, lifting team productivity 25% and cutting monthly reporting from 2–3 hours to under one.
- Used AI to analyze seller content consumption and engagement KPIs, steering investment toward the highest-impact plays.

Small Business Strategy Consultant, Weston, FL **2018 - 2023**
Founder & Strategy Consultant
Operated an independent advisory practice serving clients in financial services, payments, and SMB sectors — providing GTM strategy, commercial planning, and revenue growth consulting.

- Developed and executed GTM strategies for SMB clients, increasing inbound lead generation 25–30% and accelerating revenue through improved sales and marketing alignment.
- Implemented CRM and digital acquisition systems applying consultative methodology, reducing cost-per-lead by 15% across client portfolios.
- Conducted vertical market research and competitive analysis guiding clients on product positioning, pricing strategy, and channel prioritization.

Office Depot Inc., Boca Raton, FL **2017 - 2018**
Senior Marketing Manager
Led omni-channel marketing strategy for a 1,400+ store retail network, managing a $4M budget across digital and traditional channels

- Boosted customer retention +15% via geo-targeted strategies, drove acquisition and win-back through SEO, SEM, Display, Social, and email programs.
- Managed $4M marketing budget in partnership with creative and digital agencies across B2B and B2C segments.

American Express Company, Miami, FL **2011 - 2016**

Business Development Leader **2014 - 2016**

Consistent 20%+ quota outperformance on a $2B+ consumer and commercial portfolio — closed complex, multi-year issuing and merchant agreements with U.S. and LAC financial institutions, generating +30% business volume growth

- $2B+ partner P&L — exceeded LAC portfolio growth targets by 20% through competitive network conversion, co-brand portfolio expansion, and market development across the Caribbean, Central and South America.
- Negotiated complex, multi-year issuing and merchant acceptance agreements with LAC financial institution partners, resulting in +30% business volume growth.
- Led cross-functional teams (Finance, Legal, Product, Marketing) to structure new issuing agreements, co-brand launches, and merchant acceptance expansion across the LAC region.
- Developed market-specific SMB and co-brand card strategies across LAC markets, driving card acquisition and spend through targeted product and marketing innovation.

Regional Marketing Manager **2012 - 2013**

Partnered with financial institution issuers across Latin America and the Caribbean to develop credit card marketing strategies and portfolio growth initiatives — managing a $2B+ portfolio

- Delivered +25% billings growth and +20% new customers through portfolio campaigns, spend stimulation, and SMB-focused co-brand initiatives across LAC markets.
- Led NPD and GTM strategy for new card products and B2B offerings, deepening SMB penetration across the region.
- Directed digital strategy and market research, improving decision-making and product performance.

Marketing Manager, Global Issuer Partnerships **2011 - 2011**

Advised American Express's global issuing bank partners on loyalty strategy and Membership Rewards program execution

- Drove loyalty program adoption and cardholder engagement for global issuing bank partners; launched new global loyalty partners increasing Amex value proposition in target markets
- Oversaw brand positioning and marketing execution of the Membership Rewards Program
- Provided strategic expertise to embed profitable loyalty platform programs into Card Product Line Strategies

Western Union, Sunrise, FL **2008 - 2010**

Marketing Manager CRM

Developed GTM strategy and cross-border corridor marketing programs for Western Union's Latin America and Caribbean remittance business, partnering with country managers across multiple LAC markets.

- Developed GTM strategy for new products resulting in +25% volume increase of declining corridors
- Drove +20% loyalty membership growth and record +30% redemption rates through direct marketing and corridor-specific loyalty programs.
- Introduced mobile marketing loyalty promotions delivering measurable ROI improvement and cost efficiencies across CRM programs.

Education | Certifications

Master of Business Administration (MBA)
University of Illinois at Urbana-Champaign

Bachelor Business Administration (BBA)
Universidad Catolica Andres Bello – Caracas, Venezuela

Certificates: Digital Marketing-Cornell University, Financial Markets-Yale University, Google Analytics IQ, SQL-Udemy

Technology & Tools: AI (Claude, ChatGPT, MS Copilot) | MS Dynamics | HighSpot | HubSpot | Google Analytics | SQL | SEO/SEM Platforms | Agile Tools (Jira)