

Ricardo Zulkiewicz

Account Executive | B2B Sales, Outbound & CRM | Technology & IT Outsourcing

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RZ

5 deals/month

approx. closings at Talentu

R\$35k - R\$120k

commercial deal range

80% outbound

approx. pipeline source

~R\$320k/month

approx. closed TCV

EXECUTIVE SUMMARY

Account Executive with experience in consultative B2B sales, outbound, CRM, and commercial structuring for technology and IT Outsourcing. Full-cycle background across prospecting, discovery, qualification, proposal, negotiation, and closing, with R\$35k to R\$120k deal sizes. Profile combines commercial execution, ICP analysis, decision-maker engagement, and process building to support revenue predictability.

PROFESSIONAL EXPERIENCE

Account Executive

First Decision

2026 - Present

- " B2B sales for technology and IT Outsourcing, focused on outbound, new business, CRM, pipeline and private-market entry.
- " Built the commercial approach for the private outsourcing unit: ICP, priority segments, cadences and qualification criteria.
- " Organized commercial governance in Pipedrive: pipeline stages, relationship history, activities, follow-ups and opportunities.
- " Created CRM materials and guides to support adoption, sales predictability and team alignment.

IT Outsourcing Outbound CRM New Business

Account Executive

Talentu

2023 - 2025

- " Led end-to-end consultative B2B sales for startups, scale-ups and companies undergoing digital transformation.
- " Engaged C-level executives, HR leaders and founders in strategic meetings, diagnosis, proposals, negotiation and closing.
- " Managed a mostly outbound pipeline, 30-45 day average sales cycle, R\$35k to R\$120k deal sizes and 5 deals/month.
- " Generated an approximate average of R\$320k/month in TCV, ranging from R\$180k to R\$500k.

Full-cycle Sales B2B Startups Consultative Sales

Business Development Representative

Talentu

2022 - 2023

- " Prospecting, qualification, market mapping and generation of qualified sales conversations for the commercial team.
- " Supported ICP definition, market research, outbound cadences and handoff of qualified opportunities.

Prospecting Qualification Market Mapping BDR

SELECTED PROJECTS

- " Pipeline structuring and Pipedrive governance for a B2B commercial operation, with stage-advance criteria and opportunity tracking.
- " Created Sales Enablement materials: playbooks, one-pagers, sales scripts and CRM guides to standardize approach and follow-up.

CORE SKILLS

Consultative B2B Sales | Outbound | Discovery
Qualification | Negotiation | CRM | Pipeline
Forecasting | Sales Enablement

TOOLS

Pipedrive CRM | LinkedIn | Google Workspace
Calendly | Slack

LANGUAGES

Portuguese: Native | English: Professional | Spanish: Basic