GONZALO J. VELAZQUEZ

MARKETING OPERATIONS & GROWTH | HOSPITALITY TECHNOLOGIES | AI & AUTOMATION

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PROFESSIONAL SUMMARY

Hands on, early stage technology company professional with experience across marketing operations, go-to-market strategy, customer success, and delivery in the US and Latin America. Building and Data analytics with hands-on execution of paid acquisition funnels, sales enablement, onboarding, and product development. Builds vide coding apps for analytics dashboards, lightweight apps, and automated workflows using Codex and AI-assisted development.

CORE SKILLS

Go-to-Market Strategy | Marketing Operations | Meta Ads | Conversion Funnel Optimization | Sales Enablement | Customer Research | Analytics Dashboards | CRM Automation | AI SDR Apps | UX/UI | Pricing | Onboarding and Go Live

PROFESSIONAL EXPERIENCE

HEAD OF GROWTH & MARKETING

Agiliza360.ai | Latin America | Jun 2026 - Present

- Launched an AI-powered restaurant commerce platform from zero in Latin America, expanding across five countries and reaching $70K ARR.
- Built the go-to-market strategy, with inbound paid advertising accounting for 85% of customer acquisition and an AVG ads CAC of $113 USD.
- Created an AI SDR app that fully automates lead conversations and video-demo scheduling, achieving a 13% lead-to-booking rate. Sales representatives enter at the demo stage, with a 43% demo-to-close conversion rate.
- Led product development and UX/UI, translating restaurant needs into requirements, user flows, and interface improvements.
- Recruited sales, onboarding, and customer experience teams to support acquisition, implementation, and adoption.
- Developed sales playbooks, onboarding and go-live manuals, customer experience guidelines, and standard operating procedures.
- Defined pricing and subscription packages aligned with product capabilities, customer segments, and value propositions.

HEAD OF GROWTH

Hoptimizer (WeAreHop) | Miami, FL | Sep 2025 - Present

- Developed sales enablement playbooks covering value propositions, restaurant use cases, objection handling, and competitive positioning.
- Created onboarding playbooks for new restaurant customers, defining implementation milestones, training, technical setup, and go-live requirements.
- Optimized onboarding and launch workflows, reducing time to go live by 30%+ and accelerating product adoption.
- Translated restaurant workflows and delivery economics into product messaging and educational materials for sales and onboarding.
- Used KPI tracking and performance analysis to identify onboarding bottlenecks and improve the restaurant customer journey.
- Coordinated Chowly, Toast, and Uber Eats integrations, aligning technical implementation with training and go-live readiness.

REGIONAL ACCOUNT MANAGER | PARTNERSHIPS

Cogent Communications | Miami, FL | Feb 2025 - Sep 2025

- Managed multi-state portfolio (FL, LA, GA, AL, IN, OH, MI), driving client growth and territory expansion.
- Built outbound pipeline generating consistent new opportunities and qualified meetings weekly.
- Acted as strategic partner to clients, supporting retention and account expansion.
- Partnered with engineering and operations teams to ensure seamless onboarding and service delivery.
- Contributed to revenue generation against a $2.5K+ monthly quota through pipeline execution.

COUNTRY MANAGER | MARKETING & GO-TO-MARKET

Toteat | Peru | Aug 2022 - Feb 2025

- Led local go-to-market initiatives, translating restaurant needs into targeted campaigns, product messaging, and customer acquisition strategies.
- Created digital marketing campaigns and paid advertising initiatives, connecting targeting, messaging, and lead generation with the sales process.
- Managed the conversion funnel from ad engagement and lead capture through qualification, demo bookings, and sales handoff.
- Developed website content and campaign landing pages to communicate product benefits, capture leads, and support launches.
- Built sales dashboards tracking lead sources, pipeline stages, conversion rates, and revenue performance.
- Coordinated marketing, sales, and product teams to align campaigns with product capabilities, customer feedback, and market opportunities.
- Contributed to increasing the sales close rate from 7% to 18% year over year and generating $108K ARR.

HEAD OF GROWTH

Restaurant.pe | Peru | Jan 2020 - Jul 2022

- Led cross-functional operations across marketing, sales, and partnerships, managing a team of 5+.
- Generated 23% of new clients through inbound marketing, contributing $43K ARR with a $140 Ads CAC and 170% ROAS.
- Recruited SDRs to support lead qualification, outbound prospecting, and demo booking.
- Implemented Pipedrive CRM, improving pipeline visibility and sales performance.
- Led integrations across POS, payments, and restaurant operating systems (Restaurant OS), enabling cross-selling and product expansion.
- Contributed to $115K revenue growth in six months, scaling to $368K MRR.

EDUCATION

MBA | University of Virginia - Darden School of Business
Innovation & Entrepreneurship Program

Bachelor's in Business Administration | Universidad de Piura

TOOLS AND LANGUAGES

Codex | Meta Ads | Salesforce | HubSpot | Pipedrive | Advanced Excel
Spanish: Native | English: Professional advance.