

Alberto Barredo

Personal Information

Full Name: Alberto Barredo
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Professional Summary

Business-oriented professional with a strong background in finance and a solid understanding of SaaS and web technologies. Experienced in translating technical concepts into business value and identifying growth opportunities. Interested in representing and expanding SaaS products in the Southern European market.

Work Experience

Finance Manager

February 2022 – Present
Hotel Meliá Castilla Hospitality

- Led financial planning and analysis to support strategic decision-making
- Identified operational inefficiencies and improvement opportunities
- Collaborated with senior management to optimize business performance
- Managed budgeting, forecasting, and cash flow analysis
- Supervised accounting processes and financial reporting
- Supported negotiations with financial institutions and partners

Enterprise Sales Executive B2B

May 2021 – February 2022
Proeduca

- Managed the full consultative sales cycle, from opportunity identification to deal closing
- Development of sales strategies: Participate in the design of sales optimization techniques and collaborate with marketing to improve sales efforts
- Product or service presentation, post-sale follow-up, and analysis and reporting of results
- Built trusted client relationships, positioning as a strategic partner

Audit Supervisor

September 2016 – May 2021
BDO Spain Consulting

- Conducted financial audits across multiple industries (E-commerce, Real Estate, Healthcare, Civil Engineering, Assurance, Financial Services, etc.)
- Reviewed financial documentation and ensured regulatory compliance
- Worked with diverse business models, gaining a broad understanding of operations
- Identified risks and improvement opportunities within organizations

Financial Manager

Jul. 2013 – Nov. 2015
OVB Allfinanz Spain, S.L.

- Preparation of financial planning for potencial clients to achieve MT, LT objectives.

Education

Master's Degree in Accounting

Universidad CEU San Pablo | 2013–2014

Bachelor's Degree in Accounting

Universidad Complutense de Madrid (UCM) | 2009–2012

Skills and Competencies

Languages

- Spanish: Native
- English: Full Professional Proficiency
- Polish: Limited Working Proficiency

Business & Sales Skills

- Business development and opportunity identification
- Ability to communicate technical solutions to non-technical stakeholders
- Strong client-oriented and market-focused approach
- Analytical thinking applied to business growth and performance

Technical Skills

- Strong understanding of SaaS products and digital ecosystems
- Experience with web platforms and CMS (WordPress) and developed and launched web projects using modern frameworks (Astro) and headless solutions (Sanity).
- Built and managed personal and experimental digital products (e.g. madridlandingkit.com)
- Familiarity with modern frameworks (Next.js, Vite, and React) and deployment tools (Cloudflare, Vercel)
- Understanding of version control systems (Github)
- Basic knowledge of databases (SQL)
- Ability to translate technical concepts into business value

Additional Information

- Interested in representing and growing SaaS products in the Southern European Market
- Strong combination of business, analytical, and technical understanding.