

# JEFFERSON SILVA, MBA

## Sales & Business Development Executive

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Enterprise Sales & Business Development Leader with 20+ years across sectors, including telecom, wireless, banking, e-commerce, drones, consumer goods, and commodities. Successfully **delivered 240% revenue growth in 4 years** selling to Tier 1/2 Cable providers, and **grew a client's business by 150%** through PBX/Cloud expansion across the Americas. Blend **enterprise sales leadership, product expertise, and strategic vision with a cross-industry background** to help **PE/VC-backed ventures, emerging technology firms, and growth-stage companies** build partnerships and accelerate revenue. Possess an entrepreneurial mindset with proven success launching startups and advising organizations of all sizes on market entry, GTM strategies, and new business development. Multilingual sales "hunter" and relationship builder skilled in navigating multicultural environments, leading diverse teams, and driving innovation. An aeronautical engineer and student pilot with a passion for aviation, applying discipline, curiosity, and adaptability to uncover new opportunities.

### KEY SKILLS

Enterprise Sales & Business Development | Relationship Building & Management | Corporate Strategy | Go-to-Market (GTM) Planning  
Consulting | International Expansion | Market Entry | B2B & B2C | ENT/SMB/Start-up | LATAM/NA | Partner & Channel Development  
Team Building & Leadership | Contract Negotiation | Business & Market Intelligence | Strategic Account Management

### PROFESSIONAL EXPERIENCE

#### **Kajeet • McLean, VA**

##### **Director of Sales**

**Jan 2020 – Present**

**Kajeet** is a managed Wireless/IoT connectivity provider serving 3K+ global clients across the education, healthcare, and public sectors.

Responsible for leading enterprise sales to Tier 1/2 Cable Companies (MSOs) in North America and forging alliances with OEMs to drive the adoption of emerging connectivity solutions. Report to the VP of Enterprise Sales with a dotted line to the CEO and manage 2-3 account managers with a \$15M budget responsibility.

- **Delivered 240% revenue growth in 4 years** by selling wireless solutions to Tier 1/2 cable providers. Expanded MSO client base from 1 to 8 new logos, now representing >50% of the company's enterprise sales revenue.
- Secured enterprise-level deals by architecting an account-based marketing strategy with tailored value propositions, engaging client stakeholders across Product Management, Engineering, Operations, and Procurement departments.
- Leveraged technical background to bridge engineering teams and client technical stakeholders. Collaborated cross-functionally with Product, Engineering, Legal, and Regulatory teams to ensure solution alignment and compliance.
- Established strategic partnerships with OEMs and launched LinkedIn outreach campaigns to drive market expansion, **diversifying revenue streams across Drone, Manufacturing, and E-commerce verticals**.
- Spearheaded enterprise account management program that drove upsell and cross-sell opportunities, **contributing 25% of the total revenue budget** through expanded service adoption and professional services.

#### **Head of Product Strategy & GTM**

**Jun 2018 – Dec 2019**

Responsible for directing the development of the SaaS Wireless Connectivity Management platform, from product vision and strategy to go-to-market execution to accelerate adoption and drive commercial growth. Reported to the CTO.

- Defined and executed a comprehensive product vision and strategic roadmap, enabling entry into new enterprise verticals and positioning the company as a market leader in connectivity solutions for education and enterprise sectors.
- Led cross-functional teams of 15+ across Engineering, Marketing, Sales, and Operations, effectively translating business needs into technical requirements. **Reduced development cycles by 35% and increased on-time delivery by 28%**.
- Architected strategic technology partnerships and integrations with key OEMs, **expanding the addressable market by 45%** and reinforcing Kajeet's role as an innovation leader in wireless connectivity solutions.
- Championed a product-led growth strategy through go-to-market planning, competitive positioning, and strategic pricing models. **Boosted market penetration by 25%** across education and enterprise sectors.
- Developed a data-driven feature prioritization framework, aligning market demand with strategic goals to maximize ROI. Optimized resource allocation, resulting in an **18% improvement in product profitability**.

#### **XtraGroup Advisors • Denver, CO**

##### **Founder / Owner & Director, Business Development & Market Strategy**

**Aug 2013 – Jun 2018**

XtraGroup Advisors is an independent consulting firm offering Business Development, Strategic Planning, and Product Management services to global clients.

Responsible for leading strategic consulting, delivering expertise in product/business development, vendor relations, contract negotiation, industry research, and change management for B2B and B2C clients across technology, mobility, drones, consumer goods, and global trade sectors to accelerate market entry, optimize sales performance, and increase revenue.

- Managed the development of value-based pricing models and financial business cases that **enabled clients to achieve positive cash flow within 3–6 months of launch**.
- Led international expansion and U.S. market entry initiatives for startups to established corporations, leveraging entrepreneurial vision to identify opportunities. Acted as Sales VP for clients, leading teams and driving revenue growth.
- Developed go-to-market strategies for companies in the Technology, Consumer Products, and Commodities sectors, **enabling 50-75% faster-than-projected growth in the first year**.
- **Achieved 65-85% YoY growth for consumer products businesses** through targeted multi-channel distribution and strategic market positioning that captured 75%+ share in competitive categories.

### **Vivi Mobile (Key Client) · Florida / Denver, CO**

#### **Consultant & Interim President, Business Development**

Vivi Mobile is a U.S.-based Mobile Virtual Network Operator (MVNO) providing integrated mobile and payment services, cloud PBX, and dynamic pricing solutions targeting Hispanic consumers and SMBs.

Responsible for leading the launch and commercial strategy to drive market entry, revenue growth, and long-term business scalability. Reported to the Board.

- Launched MVNO from the ground up, building a cross-functional startup team of 10 people and implementing a full business strategy while collaborating with the Board to define organizational direction and financial targets.
- Developed and executed integrated mobile payment services (Fintech – Prepaid Debit Cards), cloud-based PBX (SaaS), and dynamic pricing strategies, **securing 1,000+ subscribers in the first quarter with an 85% retention rate.**

### **DIDWW (Key Client) · Israel / Denver, CO**

#### **VP of Business Development**

**DIDWW** is an Israel-based global telecom provider offering VoIP, DIDs, and cloud PBX solutions to carriers and enterprises worldwide.

Responsible for leading business development and sales teams to achieve significant growth. Reported to the Founder.

- **Delivered more than double growth in company revenue** by establishing strategic partnerships with Tier 1/2 wireless carriers, MVNOs, channel partners, and wholesale providers across North/South America, Europe, and Africa.
- Restructured MVNO business, redesigned cloud-based PBX product, and implemented go-to-market strategies that penetrated U.S. SMB and retail segments. Created specialized offerings for the Hispanic market, **driving 35% of new revenue streams.**

### **Mile High Drones · Denver, CO**

#### **Founder / Owner & Director**

Mile High Drones is Colorado's leading aerial platform company, providing advanced drone-based data collection, analysis, and reporting services for utilities, energy, and real estate sectors.

Responsible for leading the launch and strategic business planning for a drone services venture to scale operations and drive growth.

- Pioneered turnkey drone inspection solutions combining data acquisition, 3D modeling, and analytics. **Reduced client inspection costs by 40% while improving defect detection rates by 65%.**
- Scaled the business from concept to profitability within 10 months, **achieving 200% revenue growth in year two** before selling an equity stake to focus on consulting.

### **Brazilian Flame · Denver, CO**

#### **Founder / Stakeholder**

Brazilian Flame is a U.S. grill manufacturer offering patented rotisserie grills, chef knives, seasonings, and BBQ accessories.

Established and managed a consumer product brand to drive multi-channel growth and market share in niche culinary segments.

- Founded the company after identifying rotisserie grills as an emerging BBQ innovation, blending Brazilian culinary traditions with modern convenience and patented technology – currently remains a stakeholder.
- Developed brand identity, product portfolio, and initial distribution strategy targeting Brazilian demographics. Drove expansion through multi-channel distribution networks, **achieving 65% YoY growth in year two and 85% in year three.**

### **Brazilian Sugar Company (International Trade Strategist)**

#### **Market Entry Consultant**

Brazilian Sugar Company is a major sugar trading firm working to expand U.S. distribution and navigate complex import regulations.

Responsible for guiding regulatory strategy and market entry planning to help the company launch and sell in the U.S. market.

- Navigated complex U.S. sugar import regulations, helping the client secure necessary licenses within the tariff-rate quota system.
- Researched and developed a comprehensive market entry plan outlining optimal distribution channels, regulatory pathways, and strategic partnerships that enabled successful entry into the U.S. market and direct sales to distributors and end-users.

## **ADDITIONAL EXPERIENCE**

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### **Cricket Communications (AT&T) · Denver, CO**

#### **Senior Product Manager**

**May 2009 – Jul 2013**

### **Convergys Corporation · Cincinnati, OH**

#### **Strategy, Acquisitions Planning, & PMO Consultant**

**Feb 2008 – May 2009**

#### **Strategic Planning Lead & Chief of Staff**

**Nov 2004 – Feb 2008**

#### **Product Marketing Manager**

**May 2002 – Nov 2004**

## **PROFESSIONAL CERTIFICATIONS**

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### **PDMA · New Product Development Professional Certification (NPDP)**

Convergys Corporation · **Six Sigma Green Belt Certification**

## **EDUCATION**

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University of Michigan, Stephen M. Ross School of Business · **MBA in Corporate Strategy & Finance**

Instituto Tecnológico de Aeronáutica (ITA) · **BS in Aeronautical Engineering**

## **PERSONAL EDGE**

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- Private Pilot License (PPL) – Ongoing
- Drone Pilot (FAA Part-107 Ongoing)
- Aviation Enthusiast
- Radio Control Airplane Building & Flying