

Juan is a senior executive with 25+ years of experience building and managing teams to growth. He excels at translating vision, strategy, and technical differentiation into direct and indirect sales growth. He has built and guided direct and indirect teams from recruitment to hyper-growth across North America, LATAM and Brazil, Japan, A/PAC, and Europe in both private and public sectors. Juan has cultivated close relationships with senior leaders at key enterprises and partners around the world.

Prior to Spur Partners, Juan was VP of Sales at ScaleOut Software where he delivered record revenue and growth. Before that, Juan was Director, Emerging Products at VMware with revenue responsibility for Japan, LATAM, Brazil and the US Federal Government. Juan arrived at VMware through the acquisition of GemStone Systems where he was SVP of Sales and Business Development and member of the senior management team with global revenue and alliances responsibility.

His first start-up was Servio Logic, a pioneer in data management, where he was RVP of Sales and was instrumental in exceeding revenue objectives leading to an exit in excess of 250M USD.

Juan started his career at IBM and EDS where he held roles with increasing responsibility in development, program management, account management, and sales. Juan lives in Alpharetta, GA with his wife and daughter. He is an avid fly fisherman, an amateur photographer, and is passionate about volunteering to end homelessness. He has a BS in Economics from Allegheny College.