

Henrique Romana

Partnerships & Channel Sales Leader | SaaS Alliances & Ecosystem Growth across Iberia | Salesforce, Oracle & Coupa

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PROFILE

Senior Partnerships, Channel Sales and Ecosystem Growth professional with 20+ years of experience in enterprise technology, including extensive experience building and managing partner-led revenue motions across Iberia. I help technology companies turn partner ecosystems into measurable business impact: partner-sourced pipeline, co-sell execution, strategic alliances, joint go-to-market planning and enterprise deal support.

My background spans SaaS, cloud, CRM, procurement technology, infrastructure and enterprise software, with experience across Salesforce, Oracle and Coupa. Known for being trustworthy, structured and execution-focused, I build relationships based on clarity, fairness and measurable business outcomes.

CORE SKILLS

Strategic Partnerships | Channel Sales | Partner Ecosystem Development | Partner-Sourced Pipeline | Co-sell | Joint GTM | SaaS | Cloud | CRM | Procurement SaaS | System Integrators | Consulting Partners | Forecasting | Enterprise Sales Alignment | Iberia

PROFESSIONAL EXPERIENCE

Partner Business Manager | Coupa Software | Apr 2025 - Jul 2026 | Spain

- Developed Coupa's partner ecosystem across Spain and Portugal, focused on partner-sourced pipeline, partner-influenced revenue and joint go-to-market execution.
- Partnered with consulting, technology and services firms to drive business planning, enablement, co-sell alignment and opportunity development.
- Supported partner-led sales cycles from pipeline creation and qualification through to deal strategy and execution, aligning Sales, Partner Success, Marketing and Product around Iberia priorities.

Alliances & Channel Senior Manager, Iberia & Africa | Salesforce | Feb 2024 - Apr 2025 | Spain

- Led partner-led revenue execution across Iberia, with additional partner coverage across Africa, supporting reseller, consulting and ecosystem partners in driving pipeline growth, deal progression and closed revenue.
- Expanded and enabled the B2B reseller network, helping partners build Salesforce capabilities, align with GTM priorities and support customer cloud adoption.
- Recruited, onboarded and developed consulting partners, ensuring alignment with Salesforce's partner strategy and enterprise sales motion.
- Supported partner-led sales cycles end to end, from opportunity identification and qualification to deal strategy, execution and forecasting.

Alliances & Channel Manager, Spain | Salesforce | Oct 2021 - Apr 2024 | Spain

- Launched and scaled Salesforce's reseller programme in Spain, building the foundation for partner-led revenue growth in the market.
- Recruited, onboarded and enabled reseller and consulting partners, helping them add Salesforce reselling capabilities and align with regional GTM priorities.
- Drove partner pipeline development through joint planning, enablement, opportunity identification and sales execution support.
- Supported partner-led sales cycles from lead generation and qualification through to deal strategy, forecasting and closure.

Alliances & Channel Manager | Oracle | Jun 2017 - Dec 2020 | Spain

- Owned partner-led revenue execution across Iberia, working with reseller, consulting and technology partners to drive pipeline growth, cloud adoption and closed revenue.
- Developed and enabled partners within the Oracle Cloud Infrastructure ecosystem, helping them align with Oracle's GTM priorities and expand cloud capabilities.
- Built strategic partner relationships, supporting joint account planning, opportunity development and enterprise sales alignment.

Senior Technology Account Manager | Oracle | Jun 2014 - May 2017 | Spain

- Owned enterprise technology sales across Iberia, managing full sales cycles from opportunity identification and qualification through to deal strategy, forecasting and closure.
- Drove cloud and infrastructure transformation initiatives, helping customers evaluate Oracle technology solutions and transition toward cloud adoption.
- Worked closely with channel and technology partners to extend field coverage, support customer engagement and improve deal execution.

Systems Account Manager | Oracle | Oct 2011 - May 2014 | Spain

- Expanded Oracle's systems and infrastructure business in the mid-market following the Sun Microsystems acquisition, positioning Oracle against established hardware competitors.
- Generated and developed new opportunities across target accounts, engaging customers directly and collaborating with channel partners to drive deal execution.

Senior Account Manager | SAP | Aug 2010 - Sep 2011 | Spain

- Managed a portfolio of customers and prospects, identifying new revenue opportunities and supporting account expansion across SAP's installed base.
- Executed account development and outbound prospecting activity to generate pipeline and expand SAP's presence across target accounts.

Technology Account Manager | Oracle | Aug 2008 - Aug 2010 | Dublin, Ireland

- Managed technology sales and licensing for the Portuguese market across Oracle's enterprise customer base.
- Led end-to-end sales cycles, including pipeline generation, opportunity qualification, deal execution and forecasting.
- Developed demand generation initiatives and outbound sales activity to create new pipeline and expand Oracle's presence in target accounts.

Business Development Specialist | EMC, now Dell Technologies | Apr 2006 - Jul 2008 | Cork, Ireland

- Developed the Portuguese mid-market business for EMC from within the EMEA sales organisation, focusing on new account creation, pipeline generation and disciplined sales execution.
- Built a commercial foundation in a structured sales environment, developing core skills in prospecting, qualification, customer engagement, forecasting and pipeline management.
- Recognised for strong commercial performance and invited to transition into a field sales role, reflecting the quality of pipeline generation and collaboration with the local sales team.

Product Manager | Sonaecom | Sep 1999 - May 2005 | Lisbon, Portugal

- Started in technical customer support during the early internet growth phase in Portugal before being invited to join the Product Team, managing Narrowband Internet products within the Clix.pt portfolio.
- Worked on early consumer internet services while ISP products, webmail, access packages and online user experience were still being defined in the Portuguese market.
- Led the design and development of Clix.pt's Webmail service, defining user flows, interface requirements and customer experience in collaboration with engineers and designers.

EDUCATION, CERTIFICATIONS & LANGUAGES

Education: Universidade Lusofona de Humanidades e Tecnologias - Human Resources Management and Services

Certifications: Continuing Professional Development - Certificate in Sales Practice | AZ-900 Microsoft Azure Fundamentals | Salesforce Trailhead Ranger

Languages: English - Native/Bilingual | Spanish - Native/Bilingual | Portuguese - Native/Bilingual | French - Elementary