

Esteban Etcheverry

Buenos Aires, Argentina | +54 11 5109-5789 | esteban@aulasneo.com | [linkedin.com/in/estebanetcheverry](https://www.linkedin.com/in/estebanetcheverry)

PROFESSIONAL SUMMARY

Co-founder and technology executive with 25+ years spanning enterprise leadership at Oracle, Verizon, Avaya, and Orange, and the ground-up build of an EdTech company. Co-founded Aulasneo and grew it without outside capital to serve corporate and government clients across 15+ countries on 5 continents, personally owning business development, commercial strategy, pricing, and full P&L. Track record of opening new markets at C-level and then running the delivery organization behind the sale: distributed engineering and content teams, open-source platform operations, and multi-year enterprise service agreements. Native Spanish; full professional English; working proficiency in French and Portuguese.

CORE COMPETENCIES

Business Development & Go-to-Market · Bootstrapped Company Building · Commercial Strategy & Pricing
P&L Ownership · Enterprise & Government Sales (C-Level) · Partner & Channel Ecosystems
Program & Portfolio Management · Open-Source Platform Operations · Distributed Team Leadership

PROFESSIONAL EXPERIENCE

Co-Founder & Global Head of Programs & Operations

Aulasneo — Remote, Global Operations · 2018 – Present

- Co-founded the company and built it from launch into an EdTech operation serving corporate and government clients across 15+ countries on 5 continents, entirely bootstrapped and funded by customer revenue rather than outside investment.
- Own business development end to end: source, structure, and close enterprise service agreements and commercial proposals with C-level buyers, from first contact through delivery and renewal.
- Built the commercial engine, developing data-driven pricing models for complex technology solutions that balance market competitiveness against target profitability across diverse international markets.
- Hold full P&L ownership for the global portfolio, monitoring financial metrics and adjusting commercial strategy to protect operating margins and revenue efficiency.
- Recruited and lead a distributed team of nine (engineers, developers, designers, content specialists) running concurrent enterprise technology implementations across multiple time zones.
- Built the partner and vendor ecosystem, directing complex technical integrations with third-party platforms and APIs across multi-tenant enterprise environments.
- Drive executive stakeholder alignment and strategic communications across 6 time zones (Americas, Europe, Asia Pacific), leading C-level business development and account management directly.

Services Program Lead — Pricing & Renewals

BVS (Cisco Gold Partner) — Argentina · 2016 – 2018

- Led the end-to-end Cisco Services Renewal Program for a Cisco Gold Partner, designing pricing strategies and commercial structures that accelerated Annual Recurring Revenue (ARR) growth and maximized rebate attainment.
- Grew recurring revenue by double digits through scalable pricing frameworks for enterprise Cisco service contracts, strategic deal structuring, and proactive financial risk management.
- Aligned Sales, Delivery, and Customer Success around a single commercial motion, tying proposals to long-term client value and global account growth plans.
- Implemented operational governance based on the Cisco Services Lifecycle Model (SNTC), raising renewal rates and eliminating revenue leakage.

Senior Program & Pricing Manager

Orange (France Telecom) — Argentina / LATAM · 2008 – 2016

- Partnered with global Account Managers to structure multi-million dollar, high-margin enterprise service agreements across LATAM.
- Owned regional pricing strategy for complex enterprise networking contracts, designing market-relevant proposals and multi-year renewal strategies across diverse regulatory markets.
- Applied advanced financial models to evaluate deal profitability, mitigate financial and operational risk, and optimize gross margins.

- Coordinated technical architects, global vendors, and executive stakeholders to deliver against financial KPIs, and led C-level communications on program status and pricing strategy.

Pricing Manager / Project Coordinator

Avaya — US Domestic Market · 2007 – 2008

- Structured commercial proposals and pricing engagements for enterprise communication system deployments with solution budgets up to \$5M.
- Worked with enterprise sales teams to analyze complex client requirements and shape multi-component bids integrating hardware, software, and professional services.

Project Manager / Service Delivery Lead

Verizon — US Domestic Market · 2004 – 2007

- Directed end-to-end network deployment projects (T1/T3/OCx circuits), managing the complete provisioning lifecycle against strict SLA performance and financial commitments.
- Served as primary escalation point across engineering, field operations, and sales, resolving critical delivery bottlenecks to accelerate time-to-revenue.

Project Manager

Oracle — Latin America · 2002 – 2003

- Managed enterprise Oracle software implementations for tier-1 telecom and financial services clients across Latin America.
- Coordinated project P&L, resource allocation, and milestone delivery for concurrent implementations, and led solution design sessions with C-suite stakeholders.

EDUCATION

Master in Business Technology — Universidad de San Andrés (UdeSA), Buenos Aires, Argentina — 2015

Bachelor's Degree in Management — Universidad Nacional de La Plata (UNLP), La Plata, Argentina — 2002

LANGUAGES

Spanish: Native. English: Full Professional Proficiency. French: Professional Working Proficiency. Portuguese: Professional Working Proficiency.