

CONTACT

Bogotá, Colombia
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LANGUAGES

Spanish — Native
English — Advanced
Consultative negotiation and selling in Anglo-Saxon environments

CORE EXPERTISE

- › Sales Force Effectiveness
- › Incentive & Commission Schemes
- › Learning Experience Design
- › Experiential Corporate Training
- › High-Impact Conventions & Events
- › Sales Enablement · CRM · AI
- › Salesperson Experience SX→CX
- › LATAM Market Development
- › Distribution Networks · Franchises
- › Executive Coaching — John Maxwell
- › Organizational Change Management
- › Intrapreneurship · Startups

EDUCATION

Gallup CliftonStrengths Coach
In progress · 2026

Transformational Leadership
Hagai Institute · 2019

Certified Professional Coach
John Maxwell Team · 2013

Strategic Marketing Management
BARNA, Dominican Republic · 2003

Industrial Engineering
U. Católica de Colombia · 1999

Industrial Design
U. Nacional de Colombia · 1996

GEOGRAPHY

Colombia · Dominican Republic · USA · Mexico
· Panama · Peru · Spain · Puerto Rico · Bolivia

SECTORS OF EXPERIENCE

- › Telecommunications
- › Automotive
- › Higher Education
- › Corporate Training
- › International Healthcare
- › Strategic Consulting
- › Technology
- › Entrepreneurship

PHILOSOPHY

“Organizations do not transform by changing their strategies. They transform when the people within them remember why they are here.

My work is to restore that purpose, aligning the company’s vision with each person’s potential. When a salesperson knows who they are and why what they do matters, the numbers become the natural consequence.”

— Oscar Gelves

Oscar Hernán
Gelves Espinel

Commercial Director
Sales Force Effectiveness
Commercial Transformation
Commercial Leadership Development · LATAM

Transforming a commercial ecosystem is not about changing its numbers. It is about changing what the people who lead it believe about themselves, about what they do, what they offer, and what they are capable of achieving. The numbers come after.

With over 25 years of international experience, I have transformed commercial organizations always operating from the inside, with real P&L. Sales Force Effectiveness specialist: I intervene in culture, structure and commercial leadership, design experiences that develop the leaders who move sales teams, and implement AI-driven Sales Enablement that elevates the effectiveness of the entire organization. With proven capability in B2B business development, market entry and high-value account management.

PROFESSIONAL EXPERIENCE

Senior Consultant — Commercial Architecture & Customer Experience

Jan 2025 – Aug 2026

Independent Consulting · International Healthcare Sector · Punta Cana, DR

Designed and implemented from scratch the commercial, operational and customer experience architecture of a high-value international clinic, integrating processes, technology, marketing and operations into one cohesive system.

- › Automated the full commercial process: lead capture, CRM, follow-up, proposals and costing.
- › Designed the end-to-end patient experience, from first digital contact to concierge services on-site.
- › Developed AI-driven competitive analysis for evidence-based positioning, competing on value rather than price.
- › Designed the destination’s value proposition as an integrated experience, combining clinic, environment, logistics and medical network into a consciously luxury offering.

Commercial Manager & Senior Consultant

Nov 2022 – Jan 2025

Change Americas · Consulting · Bogotá

Led the firm’s commercial function and managed a portfolio of corporate clients across Colombia, US, Panama and Peru, with standout cases such as Aris Mining in cultural transformation and Amadeus in English-language consultative selling for the Anglo-Saxon market, among other high-level projects across multiple sectors. Also led the opening of Mexico and Dominican Republic as new markets.

- › Transformed a 9-person commercial team through CRM, automation, prospecting process redesign, incentive schemes and sales leadership development, sustainably raising motivation and effectiveness.
- › Opened Mexico with Adelnor and Dominican Republic as new markets from scratch, building relationships in highly competitive environments.
- › Identified the market’s need for innovative learning systems and led the portfolio’s evolution toward that practice, laying the groundwork for broader independent consulting projects.
- › Contributed to designing commercially-focused advisory products for clients such as Terpel, Avianca, WOM and Banco de Occidente, integrating commercial agility, sales force transformation and leadership development into solutions tailored to each organization.

Lecturer & Consultant in Entrepreneurship and Transformation

Jul 2018 – Oct 2022

Pontificia Universidad Javeriana · Higher Education · Consulting · Bogotá

- › Led the university team to 9th place worldwide at the NASA Human Exploration Rover Challenge (HERC) 2020.
- › Mentored capstone projects focused on entrepreneurship and building companies from scratch, developing students’ ability to build real, viable business models.
- › Contributed to the cultural and commercial transformation of top Colombian corporations such as Grupo Nutresa and Coomeva, as a continuing education consultant.

Strategic Development Director

Mar 2018 – Dec 2022

El Camino Academy · Educational Institution · Bogotá

- › Grew enrollment from 280 to 400 students over four years through acquisition and retention strategy.
- › Sustained operations through the pandemic without losing a single student, while providing financial support to vulnerable families.
- › Managed new campus construction and identified institutional financing sources.

Commercial, Transformation & Innovation Manager

Apr 2016 – Jun 2018

Chevrolet – Autoniza · Automotive · Bogotá

Led the transformation of the dealership’s commercial model, positioning it as a pioneer in digital automotive sales in Colombia.

- › Introduced the customer happiness index as a central metric, achieving +23% satisfaction and +17%

WHAT YOU CAN EXPECT

I'm looking for a leadership role where commercial transformation is a real priority, not a side project. Sales, channel, training, culture or commercial process leadership in companies that want to be unique in their market, not just competitive.

On day one, I understand the organization through the lens of the customer and the sales team: I measure impact, and identify what makes it unique and what holds it back.

By day 90, the team has rethought its purpose, processes carry new energy, and people have renewed reasons to stay and fight for their goals.

Immediate availability

On-site in Colombia · Remote LATAM

sales simultaneously.

- › Pioneered virtual automotive sales in Colombia: guided digital visits and test-drive scheduling. A model the industry would widely adopt during the pandemic.
- › Created a multi-brand model so disruptive it spun off into an independent company. A venture that marked a before-and-after in the national market.

Master Distributor & Founder of Franchise Network

Jan 2013 – Mar 2016

Virgin Mobile Colombia · Telecommunications · Santander

- › Built the first franchised distribution model with physical presence, stores and street sales for Virgin Mobile Colombia, a brand that operated 100% by phone, opening a commercial dimension it didn't have.
- › Reached 1,200 prepaid accounts per month with retention above 12 months.
- › The model was adopted in Bogotá and Medellín, validating its replicability in the country's two largest markets.

Senior Commercial Manager (Interim VP)

Jan 2008 – Nov 2012

France Telecom – Orange · Telecommunications · Santo Domingo, DR

Inherited an operation in crisis: team destroyed, distributors migrated to the competition, 200 sales points when the target was 500+. In five years, transformed that reality into the most solid operation in the Dominican market.

FLAGSHIP CASE “500: The Conqueror’s Path”

“500: The Conqueror’s Path” was the visible expression of a comprehensive restoration strategy: rebuilding the network, restoring trust with the team and distributors, redesigning incentives, and a new narrative of victory. Result: 503 active sales points, sustained market share recovery, and steady growth that endured in the following years. The concept became a tradition and continues to run years later.

- › Implemented 100 franchises in strategic locations nationwide (2009-2010), shielding the network from competition.
- › Scaled Orange's market share to 39% from a crisis position, managing 600 sales points and 47,000 distributors.
- › Created Telesales and Websales as alternative channels, generating +20% in sales and greater rural penetration.

Commercial Manager, Market Development

Jan 2006 – Dec 2007

Brightstar Colombia / Go2tel · Telecommunications · Bogotá – Miami

- › Managed the relationship with Movistar Colombia, leading nationwide sales force training and point-of-sale positioning.
- › Created the TeAcerca brand for expatriate Latinos and positioned it in Spain, Puerto Rico and New York.
- › The brand was acquired by Movistar Spain, cementing the venture's success in international markets.

Sales Executive → Senior Commercial Manager

Jan 2000 – Dec 2005

Verizon – Codetel · Telecommunications · Santo Domingo, DR

My first sales experience. This is where I discovered that my greatest strength was helping others sell better. I climbed the full commercial ladder at the Dominican Republic's largest telco over six years.

- › Selected through a highly competitive process as a foreigner with no local network. Recognized as top sales executive two years running, managing everything from SMB accounts to high-value government contracts.
- › Led the promoter channel, a new format for the company, with 76% sales growth and historic records in internet and telephony.
- › Managed all channels in the southern region as Senior Regional Manager, leading the company's most committed sales force.
- › Promoted to Marketing Manager as a strategic bridge between marketing and sales, a role that anticipated my evolution toward commercial transformation.

Transformation is not a job. It is a calling to restoration.