

Robert Saucedo

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SUMMARY

- Sales leader with 5+ years managing SDR/LDR programs, coaching quota-carrying teams, and driving pipeline growth across cloud and SaaS solutions at Microsoft.
- Secured 451% of Cloud LTV FY21Q4 goal through structured pipeline management, seller coaching, and rigorous CRM hygiene.
- Led cross-functional teams across sales, marketing, and engineering to accelerate go-to-market execution and improve conversion outcomes.
- Managed 5,000+ annual field requests with a 4.9/5 CSAT and 30% YoY engagement improvement.

PROFESSIONAL EXPERIENCE

LUMIO TECHNOLOGIES, LLC.

FOUNDER

09/2025 – PRESENT

Lumio Technologies is a Microsoft 365 training and adoption consultancy helping organizations maximize productivity, collaboration, and hybrid work efficiency.

- Developed outreach and content strategy to drive client acquisition, building pipeline from a cold start.
- Designed and delivered tailored adoption programs for Teams, SharePoint, and OneDrive, directly influencing customer retention and upsell opportunities.
- Produced 90-second Microsoft 365 video tutorials and hands-on materials to reinforce practical learning and showcase product value.

MICROSOFT

MARKETING PROGRAM MANAGER

06/2023 – 05/2025

Microsoft is a global technology leader with 220,000+ employees and \$200B+ annual revenue, serving enterprise and consumer markets worldwide.

- Led a 6-person vendor and development team managing 5,000+ annual field marketing requests with consistent SLA adherence across global programs.
- Improved CSAT to 4.9/5 and drove a 30% YoY engagement increase by restructuring intake workflows, standardizing communications, and strengthening field feedback loops.
- Owned Azure DevOps sprint planning, translating stakeholder priorities into sequenced backlogs with measurable delivery outcomes.
- Delivered executive-ready reporting on program health and field performance metrics to inform senior leadership go-to-market decisions.

- Escalated and resolved critical field and service issues in coordination with engineering and operations partners, minimizing business disruption.

INTEGRATED MARKETING PROGRAM MANAGER

05/2022 – 06/2023

- Executed scalable marketing programs aligned with sales priorities, contributing to measurable pipeline growth across cloud solution areas.
- Streamlined campaign performance reporting in Power BI, enabling real-time visibility into ROI and informing sales-marketing alignment decisions.
- Collaborated with sales and engineering teams to align solution messaging and accelerate adoption of new cloud offerings.

ASSISTED SALES MANAGER

03/2020 – 05/2022

- Managed a 5-person SDR/LDR team responsible for qualifying and distributing cloud and device leads, maintaining pipeline accuracy, and driving consistent quota attainment.
- Secured 451% of Cloud LTV FY21Q4 goal through pipeline hygiene audits, seller coaching, and disciplined lead-to-opportunity conversion practices.
- Drove 3% YoY growth in cloud opportunities by analyzing rep-level performance in Power BI and Excel and coaching to individual development plans.
- Partnered with field sales and channel teams to ensure smooth lead handoff, ICP alignment, and consistent follow-through on qualified pipeline.
- Maintained CRM pipeline accuracy and implemented cadence-based follow-up processes to reduce lead aging and improve conversion rates.

ROTATIONAL PROJECT MANAGEMENT ASSIGNMENT

01/2020 – 03/2020

- Led a pilot project capturing video feedback from retail stores, enabling engineers to improve product design based on real-world insights.
- Collaborated with HQ Support to develop scalable solutions aligned with leadership expectations.
- Authored public-facing articles for the Windows Community, enhancing user education and product engagement.

LEARNING SPECIALIST

10/2018 – 03/2020

- Built centralized training tracking systems that improved readiness visibility and coaching consistency for retail sales teams across multiple locations.
- Recognized as "Impact Player of the Quarter" for leadership and coaching contributions.

SERVICES ADVISOR

02/2011 – 10/2018

- Ranked top three regionally in Microsoft 365 seat sales and led in subscription deployments.
- Served as primary point of contact for high-priority enterprise business consultations and support escalations.
- Standardized procedures and improved documentation adopted company-wide.

NATIONAL FOOTBALL LEAGUE (NFL)

GAME OPERATIONS - STILL PHOTO TECHNICIAN (CREW CHIEF)

07/2018 – 05/2022

The NFL is the premier professional football league in the US, with 32 teams and \$18B+ annual revenue.

- Led a 3-person technical team supporting game-day Microsoft Surface tablet operations for coaches and players across NFL franchises.
- Resolved real-time technical issues under high-pressure game conditions in coordination with NFL IT, Microsoft, and DVSport.

EDUCATION

BACHELORS DEGREE | UNIVERSITY OF ARIZONA GLOBAL CAMPUS

Major: Business Information Systems

CORE SKILLS

SDR/LDR Program Management, Pipeline Generation & Hygiene, Team Coaching & Performance Management, CRM Operations (Salesforce), Power BI, Excel, Azure DevOps, Microsoft 365 Suite (Teams, SharePoint, OneDrive), SaaS & Cloud Technologies, Executive Reporting, Go-to-Market Execution, Agile Methodologies