





# Francisco Delgado L.

Business Administration /  
Technology



## Contacto

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## About me

Professional with over 20 years of experience in business development, real estate management, and digital transformation. Expert in CRM implementation, data analytics, and tech training, with a career spanning multinational companies (3M, Yguazú Cementos) and leading real estate firms (Infocasas, Keller Williams).

## Languages

- Spanish: Native
- English: Advanced
- French: Intermediate
- Guarani: Intermediate

## Education

- **Bachelor's in Business Administration**  
*Universidad Católica de Asunción* 1999 - 2003
- **Higher University Didactics**  
*Universidad Nacional de Asunción* 2007
- **Data Analytics Certification**  
*Google/Coursera (Online)* 2022 -2023
- **Data Science Certification**  
*IBM/Coursera (Online)* 2023
- **Full Stack Development & Cloud Architecture**  
*IBM / AWS (Online)* 2023

## Professional Experience

- **Regional Tech Trainer IT & Real Estate Agent**  
*Keller Williams Paraguay* Feb 2024 – present
  - Training and adoption of tech tools (CRM, lead management platforms) for over 50 agents.
  - Member of KW Worldwide Regional Tech Leaders, contributing to regional digital transformation strategy.
  - Management and closing of residential and commercial property transactions.
- **Consultant & Administrator**  
*Dibbler (Paraguay – EE.UU.)* Sep 2021 – Mar 2023
  - Sales and digital marketing consulting for U.S.-based companies.
  - Development of management reports and dashboards in Power BI for decision-making.
  - Full operational management of the Paraguay branch.
- **Real Estate Agent**  
*FD Inmuebles* Aug 2018 – Aug 2021
  - Brokerage of urban and rural property sales and rentals for local and international clients.
  - Coordination of corporate and social events .
- **Real Estate Manager**  
*Grupo Timbo* Feb 2017 – Jul 2018
  - Management of nationwide property portfolio.
  - Advisory on architectural projects to optimize underutilized real estate assets.

## Skills

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- Business Development & Commercial Strategy
- Digital Transformation & CRM Implementation
- Data Analytics & Business Intelligence (Power BI, Tableau, SQL, Python, Excel)
- Leadership, Teamwork & Assertive Communication
- B2B/B2C Sales Strategy

## Professional Experience (cont)

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- **Commercial Manager**  
*Infocasas Paraguay – FD Inmuebles* Oct 2015 – Feb 2017
  - Launch of Infocasas operations in Paraguay, leading market entry strategy.
  - Development of commercial relationships with real estate agencies, developers, and construction firms.
  - Execution of advertising campaigns that increased brand visibility by over 30% in the first year.
- **Commercial Supervisor**  
*Yguazú Cementos* Jul 2014 – Sep 2015
  - Acquisition of new B2B clients in the construction sector, boosting sales in the central-southern region.
  - National market research for commercial expansion.
- **Business Coordinator**  
*3M Paraguay* Mayo 2005 – Mayo 2014
  - Training and development of nationwide sales teams.
  - Management of key accounts and strategic distributor onboarding.
  - Implementation of marketing and sales plans, achieving sustained market share growth.