



Roberto Munoz

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Roberto is a business coach with expertise in sales management, new product introduction, and leadership team development. He has built go-to-market strategies and training for technology vendors and for startups in eCommerce and digital marketing. He has created and delivered senior team development programs. Roberto has also mentored startups at Florida Atlantic University's Tech Runway program.

Prior to becoming a coach, Roberto led the regional sales team in Latin America for telecom vendors like Motorola, CommScope, and ARRIS. He was responsible for new product introduction, key account management, and participated in multiple team restructuring efforts through four mergers and acquisitions.

Roberto earned his Bachelor of Science in electronic and communications engineering from Tec de Monterrey in Mexico. He is also a Certified Business and Executive Coach by Focal Point Coaching, including Business Modeling, DISC, and Emotional Intelligence. Roberto is fully trilingual in English, Spanish, and Portuguese.