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PROFESSIONAL PROFILE

Senior Executive with over 25 years of experience leading B2B/B2C commercial teams and managing operations in key sectors such as energy and telecommunications. Specialized in strategic management, organizational transformation, project management, business development, and customer experience improvement. Has held executive positions in leading companies such as EDESUR and ALTICE, managing budgets exceeding US\$80MM. Certified coach with outstanding skills in leadership, communication, high-performance team development, and change management.

PROFESSIONAL EXPERIENCE

ALTRON International.

Commercial Director | *International sales Director - Present.*

- Lead **B2B** commercial expansion across **the Caribbean, USA, Central America, and Latin America**.
- Develop **strategic relationships** with hotel chains, resort operators, construction companies, architecture firms, FF&E buyers, purchasing managers, and developers.
- Execute a **consultative B2B** sales approach.
- Manage the **full commercial cycle**: market entry, account development, contract negotiation, and FF&E/OS&E project support.
- Implement **predictive KPIs**, sales dashboards, and performance tracking methodologies.

EDESUR Dominicana, S.A.

Commercial Director | March 2022 – June 2025

- Responsible for commercial management across all customer segments: residential (B2C), business (B2B), industrial, non-regulated, government, and municipalities.
- Oversight of meter reading, billing, collections, contracting, customer service, and associated technical services.
- Leadership of commercial offices and technical centers with multidisciplinary teams focused on improving customer experience, billing, and collections.
- Management of digital customer service channels: Call Center, Virtual Office, Chatbot/App.
- Management of a customer portfolio generating over RD\$4,000 million annually (approx. US\$66.7 million).
- Administration of operational and investment budgets:

OPEX: US\$21.36 MM - **CAPEX:** US\$62.89 MM - **PAYROLL:** US\$1 MM

ALTICE Dominicana, S.A.

Senior Sales Manager Ownshops – Northern Region | January 2009 – March 2022

- Responsible for sales performance and customer experience in the Direct Channel (Ownshops).
- Oversight of B2B sales and service within Ownshops.
- Design and implementation of strategies to increase market share in the northern region.
- Leadership of commercial teams focused on customer loyalty and brand positioning.
- Supervision of service quality and achievement of sales targets.

CC PORCIONADOS

Marketing & Sales Director | 2007 – 2008

- Development of marketing and sales strategies for positioning gourmet products in hotels, restaurants, and supermarkets.
- Implementation of acquisition and loyalty initiatives for key national clients.

SOLUZIONA S.A. (Spain / Dominican Republic / Venezuela)

Business Consultant & International Project Coordinator | 2006 – 2007

- Specialized consulting in commercial management, operations, sales, and processes.
- Coordination of campaigns and change management processes in international electrical projects:
 - EDEESTE (Dominican Republic): Change management for SGD implementation.
 - CADAPE (Venezuela): PARTICIPA and SGC projects, coordinating campaigns and technological adaptation.

EDESUR / EDENORTE (Unión Fenosa Group / CDEEE)

Regional Director | 1999 – 2004

- Operational and commercial leadership for the southern region, supervising technical and commercial offices.
- Implementation of strategies to improve billing, reduce electrical losses, and increase collections.
- Coordination of network standardization, project execution, and technical planning oversight.

ACADEMIC BACKGROUND

- **Executive Specialization in Sales Management**
The George Washington University School of Business (USA)
Executive Continuing Education Program | Delivered through ADEN Business School. 2025
- **Master's Degree in Commercial Management** – Currently Enrolled
ADEN University Panama / EUNCET Business School, Spain
- **Executive Certification in Marketing**
Stetson University – School of Business Administration (Florida, USA)
Executive Continuing Education Program | Delivered through ADEN Business School | February 2008
- **Executive Specialization in Marketing**
University of San Francisco – Masagung Graduate School of Management (USA)
Executive Continuing Education Program | Delivered through ADEN Business School | September 2007
- **Marketing & Sales Management Program** – ADEN Business School - 2007
- **Distribution Business Program** – Unión Fenosa Corporate University, Ávila, Spain – 2002
- **Bachelor's Degree in Business Administration** – (UNAPEC) -2001

OTHER RELEVANT TRAINING

- **Senior Management & Leadership** – UCUF, Madrid
- **Project Management** – UCUF, Madrid
- **Distribution Management Systems Development** – SOLUZIONA, Campinas, Brasil
- **Coaching Certification** – IESEC Human (ICF), República Dominicana

SKILLS & COMPETENCIES

- Advanced English (written and spoken)
- B2B & B2C Team Management
- Salesforce CRM
- Corporate systems and management tools
- Leadership & Executive Coaching
- Large Budget Management (OPEX / CAPEX)
- Sales, Collections & Customer Service Management
- Technical & Commercial Project Management
- Effective Communication & Public Speaking
- Strategic Vision & Change Adaptability

REFERENCES

Juan Vargas, COO Magna Grupo Automotriz
Grupo Magna Cel: 809-769-4120

Juan Carlos González, Director of Litigation
Legal Frame González Senra & Consultants. Cel. 808-756-6020

Kendall Roa, Director of Direct Sales
Altice Dominicana. Cel. 809-845-1138