

Ignacio Aguilera Jurado

Revenue Strategy & Operations

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£200m+

Annual revenue in the forecast

30+

Countries in the weekly commercial read

~500k

Rows in the self-refreshing daily pipeline

~30k

Client names resolved into one registry

Revenue strategist on Robert Walters' global commercial team, reporting into senior leadership including the CCO. I built and run the revenue forecast, the weekly commercial read and the client intelligence that group leadership uses, and the daily data pipeline under them. Four years across commercial strategy, revenue growth management and digital performance. I find broken or missing processes, build the fix and automate it so it scales.

EXPERIENCE

Commercial Strategy & Business Performance · Robert Walters · Global Commercial Team

January 2026 to present · Madrid · Promoted

- Revenue forecast covering £200m+ of annual revenue across 30+ countries, built bottom-up from every open job: probability of fill times job value, calibrated on closed cohorts and phased over observed time to fill. A formula-driven Excel workbook reported as a range, reconciled to finance and scored monthly against booked revenue by country. The team plans capacity against it.
- Weekly commercial read for the Global CCO, the Global CEO and every regional CEO, plus the global BI dashboard, refined on direct CEO feedback: pricing, pipeline and client prioritisation from one daily source.
- Daily pipeline of roughly 500,000 rows from CRM and BI exports, refreshed automatically, with salary and currency normalisation and freshness checks before anything is published. Built in user space on a locked-down corporate laptop: no data team, no servers, no admin rights.
- Client registry resolving roughly 30,000 names into canonical groups, with conservative matching, model adjudication for the uncertain tail and a ledger of confirmed corrections, so pipeline, billing and cross-sell agree on who the client is.
- Cross-sell database: one client view across service lines and a named list of coverage gaps, each with an owner.
- Client delivery dashboard built for a global key account, since approved as the template for the other Global Key Accounts. Board-deck and pitch automation from the same data, turnaround from days to hours.

Commercial Strategy · Robert Walters · Southern Europe

Apr 2025 to Jan 2026

- Supported the Regional Director and the commercial teams across six cities. Designed the key-account toolset the region ran on (New Business, Commercial Results, Objective Tracker), a vacancy ROI calculator and the weekly report to the regional SLT.
- Won C. Sobrino Abogados and Neurored as clients, built the prospect databases behind the regional pipeline and produced the IT and Pharma case studies used in international sales.
- Managed the Regional Collaboration Hub, centralised Jobfeed licensing and ran Power BI and CRM training.

Revenue Growth Management Trainee · Kellanova (Kellogg's)

Sep 2023 to Nov 2024

- Built the Excel pricing and promotional models behind cross-functional planning; analysed market and consumer trends for revenue and margin opportunities across the portfolio.

CRO Consultant, Graduate Programme · Making Science

Sep 2022 to Feb 2023

- Owned conversion-rate optimisation projects for external clients end to end, both the client relationship and the performance outcome.

Digital Channel Intern · ALSA

Feb to Apr 2022

- CRO benchmarking, SEM analysis and weekly UX reporting.

SKILLS

Commercial

Revenue forecasting, capacity planning, scenario ranges, commercial reporting, cross-sell, client portfolio analysis, key accounts, new business.

Tools

Power BI, Excel, Python and pandas, CRM, automated pipelines, AI coding agents (Claude Code), LLM classification tested on labelled data.

EDUCATION & TRAINING

Universidad Francisco de Vitoria

Double Degree in Philosophy, Politics & Economics and International Relations
2017 to 2024 · Madrid

Universidad Rey Juan Carlos

Digital Transformation & Agile Organisations
2023 to 2024 · One-year programme completed

LANGUAGES

Spanish: Native

English: C2 · Cambridge Proficiency

French: Conversational C1 (self-assessed); DELF B2 certified

KONDUCTUS

Voice-screening product for in-house recruitment teams: candidate funnel, sourcing agent and structured scoring. Built solo, live, pre-revenue.