

RODRIGO BORGES

Business Development · Business Design · Growth Marketing

Toronto, ON · 647 512 4536 · roipborges@gmail.com · linkedin.com/in/rodrigoborges · rodrigolpborges.com

SUMMARY

Business development, business design, and growth marketing leader with 20+ years building revenue engines and go-to-market systems from the ground up, as an early-stage operator, enterprise B2B sales leader, and marketing function builder. Track record spans designing repeatable sales methodologies, launching new business units, and leading cross-functional growth across North America, Latin America, and Asia. Combines an operator's comfort with ambiguity and zero-to-one build with disciplined execution in pipeline, forecasting, and go-to-market strategy. Executive MBA, Rotman School of Management, University of Toronto.

CORE COMPETENCIES

Business Development & Enterprise B2B Sales · Go-to-Market Strategy · Business Design & Design Thinking · Growth Marketing & Demand Generation · Brand Development · CRM & Revenue Operations (Salesforce, HubSpot) · International Expansion & Partnerships · Agile & Scrum · P&L / Unit Economics · Public Speaking & Facilitation

PROFESSIONAL EXPERIENCE

Nrolled | Toronto, ON

Chief Marketing Officer 2023 – Present

Leads marketing, brand, and go-to-market for Nrolled, a Toronto hospitality workforce-tech startup building a hospitality operating system that connects venues with freelance hospitality workers. Built the brand identity, go-to-market motion, and acquisition systems from zero — the scope spans marketing, growth, and operational build-out typical of an early-stage function lead operating with founder-level range, not a narrow marketing function. Built a freelancer pool of 1,000+ within the first month through targeted outbound and acquisition campaigns, and continues to lead cross-channel acquisition, brand awareness, and demand generation across both worker-facing (D2C) and venue-facing (B2B) audiences.

***Keywords:** 0-to-1 build, go-to-market strategy, marketplace growth, brand identity, cross-channel acquisition, demand generation, operator range, D2C and B2B marketing, startup operations.*

Spin Group | Toronto, ON (Global — Spin Group)

VP of Global Sales 2019 – 2026

Led global sales for Spin's enterprise B2B SCADA/ADMS platform in the electrical and energy utility sector, owning the full sales cycle — sourcing, pitching, negotiating, closing — plus account management and CRM-based forecasting reported to leadership (Salesforce, HubSpot). Personally designed and documented Spin's B2B sales playbook from scratch — prospecting methodology, cold-call and meeting scripts, objection-handling, proposal construction, closing process, and referral generation — still in use today. Repositioned the brand and sales approach through design-thinking workshops (+30% lead generation), and led structural and reporting-cadence changes — account-planning standards, pipeline cadence, forecasting rigor — that produced +62% business opportunities and +50% revenue growth over two years. Managed multi-year enterprise account roadmaps and contract negotiation, and regularly engaged C-level buying committees in structured, multi-stakeholder sales processes.

***Keywords:** enterprise B2B sales, sales methodology design, sales playbook, CRM, forecasting, pipeline management, account planning, contract negotiation, executive relationship management, design thinking, revenue growth, cross-functional leadership.*

Operations Manager 2015 – 2018

Launched and ran a new business unit in real-time asset management, doubling the unit's annual revenue, and drove Spin's international expansion into three Asian markets through direct partner sourcing, evaluation, and enablement. Managed software integration projects for power-utility clients end-to-end — scoping, scheduling, delivery — while owning project finances, client relationships, and quality assurance throughout.

***Keywords:** business unit launch, international expansion, partner sourcing and enablement, market entry, project management, project finance, client relationship management, revenue growth.*

Marketing Manager 2013 – 2015

Founded Spin's marketing department from nothing as the company's first dedicated marketing hire, modernizing client communications and introducing scalable marketing systems that gave the company durable brand visibility. Ran in-person event marketing alongside online marketing and led a full website revamp.

EARLY CAREER — BRAZIL

Digital Strategist, WWF-Brazil 2011 – 2013

Led digital strategy (+15% organic social engagement and follower growth) and served as project lead managing the five-year budget for the Water Brazil program.

Creative Director, Plá 2009 – 2011

Led creative for a mixed private and government client roster; secured 3 major new accounts in one year, retained key government clients, and won 5 regional creative awards.

Creative Director & Agency Lead, Doismovemeia 2005 – 2007

Promoted from copywriter to agency president within two years; led the agency through +20% revenue growth while preserving its culture and creative standards, and mentored young professionals early in their careers.

EDUCATION

Executive MBA — Rotman School of Management, University of Toronto 2022 – 2024

Post-Graduate Diploma in Administration — FIA, University of São Paulo (USP) 2015 – 2017

Bachelor of Advertising — University of Brasília 2003 – 2007

CERTIFICATIONS

PMP — Project Management Professional, Project Management Institute (2019)

PMI-ACP — Agile Certified Practitioner, Project Management Institute (2020)

PSPO I — Professional Scrum Product Owner, Scrum.org (2021)

LEADERSHIP & COMMUNITY

Board Member, Society of Sharing (marketing & fundraising; senior care, Toronto) 2023 – 2025

Student Fellow, Creative Destruction Lab, University of Toronto 2023 – 2024

Mentor, The Entrepreneurship Hatchery, University of Toronto 2023 – Present