

SERGIO BALLESTEROS

Arlington, TX 76016 | 682.558.0841 | sballesteros@yahoo.com

LinkedIn: [linkedin.com/in/sergioballesteros71](https://www.linkedin.com/in/sergioballesteros71)

PROFESSIONAL SUMMARY

AI-Certified Business Leader with 20+ years driving digital transformation and operational excellence across real estate, solar energy, technology, and manufacturing sectors. Proven expertise in AI implementation strategy, process automation, and leveraging advanced analytics to optimize business performance. Google AI-certified professional skilled in deploying AI-powered solutions for sales optimization, workflow automation, and data-driven decision-making. Track record of leading cross-functional teams, managing multi-million dollar projects, and implementing cutting-edge technologies including CRM platforms, predictive analytics, and AI-enhanced business intelligence tools.

AI & TECHNICAL EXPERTISE

- **Google AI Essentials Certification - Advanced AI implementation and strategy**
- AI Tools & Platforms: ChatGPT, Claude AI, Google Gemini, Microsoft Copilot, Midjourney, AI-powered CRM automation
- AI Applications: Prompt engineering, workflow automation, predictive analytics, AI-enhanced customer engagement, content generation, data analysis
- Business Intelligence: Salesforce (admin & reporting), Excel Power Query/Power Pivot, DAX, SQL, CRM analytics dashboards
- Project Management: Agile methodologies, PMO governance, resource optimization, budget management (\$1M+ projects)
- Technology Integration: ERP systems (JD Edwards), e-commerce platforms, digital marketing automation, AI-driven process improvement

EDUCATION & CERTIFICATIONS

Google AI Essentials Certification - Advanced AI implementation and business strategy

Master of Business Administration (MBA) - Regis University, Denver | GPA 3.89, Honor Roll

Bachelor of Business Administration - Texas A&M University, Corpus Christi | Major: Management Information Systems

Project Management Certification - University of Texas at Arlington

Licensed Texas Realtor

PROFESSIONAL EXPERIENCE

National Director | Area Leader

Domi Agency Power Team, Epique Realty | Arlington, TX | June 2024 - Present

- **Lead AI-driven marketing initiatives** generating 30% increase in lead conversion through automated engagement systems and AI-powered content optimization across social media and digital platforms
- **Implement AI tools for agent productivity** including ChatGPT for client communication, AI-assisted market analysis, and automated document generation, resulting in 25% efficiency improvement
- Manage leadership team of 90+ agents within power team achieving 1,000+ transactions in 12 months
- Oversee 50 Epique agents as Area Leader, implementing AI-enhanced training programs and performance dashboards
- **Deploy predictive analytics** for market trends, pricing strategies, and lead scoring using CRM data and AI-powered insights
- Conduct technology training sessions on AI tools, automation platforms, and digital marketing strategies

Director of Sales / Agent Development

Mark Spain Real Estate | Southlake, TX | July 2022 – June 2024

- **Architected Salesforce automation workflows** reducing manual data entry by 40% and improving lead response time through AI-powered routing and assignment
- **Developed custom analytics dashboards** in Salesforce using advanced formulas and AI-enhanced reporting to track KPIs, pipeline health, and team performance metrics
- Led recruitment, onboarding, and continuous training of licensed sales agents with focus on technology adoption
- Implemented AI-assisted lead nurturing campaigns achieving 35% improvement in conversion rates
- Established strategic partnerships with lenders, title companies, and service providers leveraging data analytics
- Drove team accountability through data-driven 1:1 coaching sessions and performance improvement plans

Regional Director of Sales - Texas

Senergy Solar | Arlington, TX | December 2020 – June 2022

- **Leveraged AI-powered CRM analytics** and predictive modeling to optimize sales territory planning and resource allocation across Texas market
- Led full consultation and sales operations for North Texas residential solar market achieving #1 regional performance
- **Created executive reporting systems** using Excel Power Query, Power Pivot, and DAX for real-time business intelligence
- Supervised installation projects from discovery through commissioning ensuring quality and customer satisfaction
- Mentored and trained area managers and energy consultants on sales methodologies and technology tools

Project Management Office (PMO) Manager

Exela Technologies | Irving, TX | May 2019 – December 2020

- **Established PMO governance framework** ensuring standardization of project management practices across 100+ global project managers
- **Automated reporting processes** using Excel advanced functions (DAX, Power Query) reducing report generation time by 60%
- Conducted resource optimization analysis providing data-driven insights for budget allocation and risk mitigation
- Collaborated with executive leadership on strategic initiatives and delivered comprehensive activity audit reports

IT Business Services Manager

Williamson-Dickie Manufacturing | Fort Worth, TX | November 2014 – August 2016

- **Led digital transformation initiative** implementing B2B e-commerce platform for Mexico operations using Agile methodology (\$1M budget, on-time delivery)
- Managed IT solutions portfolio for Sales Analytics, Demand Forecasting, Manufacturing, and HR departments
- Optimized project prioritization processes through data analysis and stakeholder collaboration
- Coordinated cross-functional teams including internal IT and external vendors ensuring seamless integration

Manager of Information Technology

D.R. Horton, Inc. | Fort Worth, TX | March 2001 – July 2014

- **Spearheaded ERP implementation** (JD Edwards) replacing manual processes with automated systems for construction scheduling and sales contracts
- Led national rollout of Home Sales Application across 20 divisions, customizing workflows for regional business requirements
- Analyzed business operations and workflow processes to optimize Sales and Escrow modules
- Managed comprehensive IT infrastructure including network operations, phone systems, and all software applications

KEY ACHIEVEMENTS

- **AI Transformation Leader:** Implemented AI-powered tools across sales and marketing operations reducing manual tasks by 40% while improving lead quality and conversion rates
- **Data Analytics Expert:** Created executive dashboards and predictive models using Salesforce, Excel Power BI, and custom analytics driving strategic decision-making
- **Process Automation Specialist:** Designed and deployed automated workflows saving 1,000+ hours annually and improving accuracy across multiple organizations
- **Technology Training Advocate:** Educated 200+ professionals on AI tools, CRM platforms, and digital marketing strategies accelerating technology adoption

References available upon request