SEVERINO PLANAS

BUSINESS DEVELOPMENT | B2B SALES | COMMUNICATIONS

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EXECUTIVE PROFILE

Senior business development and sales leader with 20+ years of experience generating revenue, developing B2B relationships, building commercial opportunities, and managing complex client and stakeholder environments. Leads business development and sales at Plus Communications Inc., serving 100+ corporate clients through conferences, seminars, expositions, and business events. Experienced across prospecting, consultative selling, proposals, presentations, negotiation, sponsorships, partnerships, account management, and delivery. Adds 11+ years of California real estate experience, including 100+ transactions and approximately $19M in sales volume.

20+	100+	11+	$19M+
YEARS BD / SALES / MARKETING	CORPORATE CLIENTS	YEARS CA REAL ESTATE	REAL ESTATE SALES

CORE EXPERTISE

Business Development Strategy • B2B Sales • Client Acquisition • Account Management • Consultative Selling • Proposal & Presentation Development • Negotiation & Closing • Sponsorship & Partnerships • Pipeline Management • Lead Generation • Corporate Communications • Event & Conference Sales • Vendor & Stakeholder Management • Client Retention • KPI Tracking

PROFESSIONAL EXPERIENCE

PLUS COMMUNICATIONS INC. | Quezon City, Philippines

Business Development & Sales Director / Owner | 2005–Present

- Lead business development, sales, marketing, corporate communications, and client strategy for a business serving 100+ corporate clients.
- Develop new business through prospecting, referrals, networking, direct outreach, presentations, and relationship-driven account development.
- Manage the B2B sales cycle from opportunity identification and needs assessment through proposals, presentations, negotiation, contracting, delivery, and post-project relationship management.
- Develop and manage corporate events, conferences, seminars, and expositions aligned with client objectives, budgets, messaging, timelines, and deliverables.
- Create proposals, presentations, commercial documents, and sales materials; develop sponsorships, partnerships, and vendor relationships.
- Coordinate clients, vendors, partners, and stakeholders across concurrent projects while maintaining deadlines, budgets, and execution quality.

NRS MEDIA AUSTRALIA | Philippines / Australia

Philippine Representative / Business Development | 2012–2013

- Built partnerships across television, radio, and print organizations throughout the Philippines.
- Managed business relationships, negotiations, client communications, and business-development activities across multiple markets.

AUGMENT COMMUNICATIONS | Sydney, Australia

Philippine Representative | 1 year

- Represented the Australian communications company in the Philippines, developing business opportunities and supporting events, below-the-line sales and marketing, corporate communications, and client/stakeholder relationships.

U.S. REAL ESTATE EXPERIENCE — CALIFORNIA | California, USA

Real Estate Sales & Business Development Professional | 11+ Years

- Built and managed sales across residential, commercial, multifamily, income-producing, and wholesale property markets.
- Closed 100+ transactions totaling approximately $19M, including a largest individual transaction of approximately $2.5M.
- Generated opportunities through prospecting, referrals, networking, market research, and direct outreach; used consultative selling and negotiation in high-value transactions.
- Used MLS, LoopNet, market comparables, valuation, NOI/CAP-rate analysis, and ARV to support commercial and investment sales conversations.
- Coordinated buyers, sellers, brokers, lenders, escrow/title companies, inspectors, investors, and other stakeholders throughout transaction lifecycles.

COMMERCIAL LEADERSHIP & VALUE

- 20+ years across business development, sales, marketing, corporate communications, and client relationship management.
- 100+ corporate clients supported through proposals, presentations, corporate events, vendor coordination, partnerships, and account relationships.
- End-to-end commercial experience spanning opportunity development, client acquisition, solution presentation, negotiation, contracting, delivery, and relationship growth.
- 11+ years of California real estate experience adds depth in consultative sales, commercial property research, negotiation, investment analysis, and high-value transactions.

SALES & BUSINESS DEVELOPMENT STRENGTHS

Revenue Generation
Identifying opportunities, developing prospects, presenting solutions, negotiating terms, and converting opportunities into revenue.

Corporate Sales
B2B client development, proposals, presentations, account management, sponsorships, partnerships, and long-term relationship growth.

Marketing & Communications
Positioning, promotional strategy, client messaging, sales materials, proposals, presentations, and relationship communications.

Client Acquisition
Prospecting, qualification, needs assessment, presentations, follow-up, relationship development, and closing.

Stakeholder Leadership
Coordinating clients, vendors, sponsors, partners, and service providers around commercial objectives and delivery.

Entrepreneurial Leadership
Hands-on ownership, independent decision-making, problem solving, business development, and operational execution.

ADDITIONAL PROFESSIONAL EXPERIENCE

TECHNOLOGY & TOOLS

CRM & Client Databases • Sales Pipeline Management • Microsoft Word Excel Powerpoint • Microsoft Office • Google Sheets • Google Workspace • Zoom • Microsoft Teams • Presentation & Proposal Development • Digital File Management • KPI Tracking & Reporting • Online Research • CRM Hubspot • AI Chatgpt • Claude • Gemini • Canva • Photoshop • Web Development HTML

EDUCATION

Bachelor of Science in Business Administration | De La Salle University, Manila

PROFESSIONAL TRAINING

- Century 21 Real Estate Training
- 45 Hours — DRE-Approved Continuing Education

PROFESSIONAL STRENGTHS

- Senior-level client and business-development orientation with strong commercial judgment.
- Confident presenter, negotiator, relationship builder, and revenue-focused sales professional.
- Highly organized, self-directed, and comfortable managing multiple concurrent priorities.
- Experienced working with corporate clients, U.S. markets, vendors, partners, and remote stakeholders.
- Strong written and verbal communication with a practical, solutions-oriented approach.

ADDITIONAL INFORMATION

Philippines-based • Fully remote capable • Experienced working independently and across multiple concurrent client, sales, and project priorities • Open to relocation