

# Alejandro González

## General Manager Mexico & Central America

**Rimini Street**<sup>®</sup>  
**Engineered for Support**<sup>™</sup>



Mr. González is a 20-year veteran of the information technology industry and a results-driven leader in enterprise software sales, sales management, and customer relationship management. He has a proven track record of success in business operations management, sales development, and client growth in Mexico and Central America.

Mr. González serves as General Manager, Mexico and Central America for Rimini Street. He is responsible for leading the continued growth of Rimini Street enterprise software service offerings across the regions.

Prior to joining Rimini Street, Mr. González served as regional vice president of sales for the Commercial Business Unit of Salesforce Mexico. In this role, he was responsible for the go-to-market and growth strategies for Mexico's general business and mid-market segments, and for expanding the organization's existing client base.

Previously, Mr. González was the general manager for Unisys Mexico where he led the business unit's P&L and growth initiatives, as well as the company's public sector strategy across Latin America. Prior to Unisys, he served as vice president of sales for SAP Mexico where he led a team of 27 sales executives across a variety of industries (manufacturing, healthcare, oil and gas, finance, and retail) while successfully bringing new solutions to market and accelerating the growth of existing customer segments. Mr. González has also held executive roles at Lenovo, Microsoft, and IBM.

Mr. González holds a Bachelor of Business Administration degree with a specialization in Finance from Universidad Tecnológica de México.

### **MEDIA CONTACT:**

Michelle McGlocklin  
mmcglocklin@riministreet.com

### **WORLDWIDE HEADQUARTERS**

3993 Howard Hughes Parkway  
Suite 500  
Las Vegas, Nevada 89169 USA

### **ABOUT RIMINI STREET, INC.**

Rimini Street is the leading independent provider of enterprise software support services. The company is redefining enterprise support services with an innovative, award-winning program that enables Oracle and SAP licensees to save up to 90 percent on total support costs over a decade, including saving 50 percent on their annual support fees. Clients can remain on their current software release without any required upgrades or migrations for at least 15 years after switching to Rimini Street. Hundreds of clients, including global, Fortune 500, midmarket, and public sector organizations from across a broad range of industries have selected Rimini Street as their trusted, independent support provider.

