RENATO AMBOSS

Technical Sales | Business Development | Solutions Consulting | EV, Energy Storage & Clean Energy

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PROFESSIONAL SUMMARY

Trilingual technical sales and solutions professional (native English, Portuguese, and Spanish) with 9+ years in electric vehicle (EV) and clean energy sales. Generated $52M+ in B2C and B2B revenue at Rivian and Tesla through consultative selling and technical product demonstrations, making complex technology clear to customers across cultures and languages. Sold EVs, EV charging, battery storage, and solar at Tesla, and founded an electrification consulting firm that delivers total cost of ownership (TCO) analyses. Has helped consumers, estates, businesses, and utilities adopt EVs and clean energy, and aims to bring that experience to new opportunities. Studied psychology (BA) at The University of Chicago with a focus on consumer psychology, human-technology interface, neuroscience, and developmental psychology, and completed a certificate program in Big Data and Social Analytics at the Massachusetts Institute of Technology.

SKILLS

- **Technical Sales:** Consultative selling, solution selling, technical product demonstrations, needs assessment, customer education, objection handling, full-cycle sales, business development, account management, lead generation, pipeline management.
- **Account Management:** B2B and B2C sales, small-business clients, client acquisition and retention, post-sale relationship management, customer success, consumer, high-net-worth estate, and business client consulting, cross-functional collaboration.
- **EV & Clean Energy:** Electric vehicle (EV) product and market expertise, electrification, e-mobility, EV adoption consulting, total cost of ownership (TCO) analysis, EV charging equipment, battery energy storage systems (BESS), solar energy, renewable energy, order-to-delivery operations, DMV and automotive compliance.
- **CRM & Tools:** Salesforce Lightning, HubSpot, Pipedrive, customer relationship management (CRM), Python and C++ (working knowledge), LLM prompt engineering.
- **Communication:** Presentations, content creation (articles, podcasts, video), Adobe Creative Suite, first-principles thinking.
- **Languages:** English, Portuguese, and Spanish (native fluency); currently studying German, Russian, Japanese, and Mandarin.

PROFESSIONAL EXPERIENCE

Rivian | Chicago, IL

Sr. Field Sales Advisor | August 2023 – Present

- Generated $32M+ in revenue from 350+ vehicle orders and deliveries through consultative, full-cycle sales to individuals and businesses.
- Consistently exceed targets for orders, deliveries, and lead capture, sustaining top performance across the Chicago Pop-Up and Old Orchard locations.
- Shorten the path to purchase by engaging buyers before their demo, at times securing orders ahead of the scheduled appointment.
- Turn complex EV technology into clear, confident buying decisions through tailored product demonstrations and post-sale support.

Ronin EV | Chicago, IL

Founder & Principal Consultant | January 2020 – Present

- Built an electrification consulting practice advising consumers, high-net-worth estates, and businesses on clean energy investments and EV procurement.

- Achieved a 90% EV adoption intent rate among first-year clients through customized education and total cost of ownership (TCO) analyses.
- Lead sales, business development, strategy, and marketing as founder.
- Created "Current Events," a multimedia newsletter on EVs and renewable energy (articles, podcasts, video), averaging 500+ reads per issue.

Tesla | New York Metro Area

Tesla Advisor – Product Expert, Sales, and Delivery | August 2017 – January 2020

- Generated $20M+ in revenue selling EVs, EV charging equipment, Powerwall battery storage, and solar to consumers and business owners.
- Earned three consecutive promotions for product expertise and customer experience.
- In first role, helped merge the local energy and vehicle sales teams, driving lead capture that generated over $1M in revenue.
- Ran full-cycle order and delivery operations across multi-state DMV and compliance requirements.

EDUCATION & CERTIFICATIONS

The University of Chicago: Bachelor of Arts in Psychology, 2015. Focus on consumer psychology, human-technology interface, neuroscience, and developmental psychology; coursework in economics, finance, physics, and computer science.

Massachusetts Institute of Technology: Certificate, Big Data and Social Analytics, 2016