

Francisco Bustos Fernandez

Head of Growth (Advisor)

Argentina | [LinkedIn](#)

Senior commercial leader with 12+ years building revenue across LATAM and US Hispanic markets. Founded AdGoat's commercial function from zero to \$2.5M ARR in 8 months; spent 9 years at Google managing \$10M-\$50M regional books and landmark enterprise deals.

EXPERIENCE

Head of Growth (Founding Commercial Hire)

Mar 2023 — Aug 2025

AdGoat

Buenos Aires Province, Argentina

Built AdGoat's revenue function from scratch, defining ICP, pricing, sales motion, and CRM infrastructure. Designed partner-led GTM combining agency channels for LATAM expansion with outbound SDR efforts. Personally closed all 12 publisher clients, reaching \$2.5M ARR with 3 anchors at ~\$500K/month. Structured individualized agreements and built a team of 8 including SDRs, engineers, and specialists.

Regional Sales Agency Manager — Traditional Agency Team, SPLATAM

Feb 2014 — Mar 2023

Google

Buenos Aires Province, Argentina

Took the Miami satellite from \$140K/Q to \$4M/Q in 4 quarters (~28x growth) as proof of concept for Google's LATAM commercial expansion via the Miami hub. Built the agency education program for local mid-tier shops while owning a growing enterprise book across Spanish-speaking LATAM. What scaled the pod beyond the initial breakout: - Trained planners and buyers across LATAM mid-tier agencies on Google's full ad stack (Search, Display, YouTube, Programmatic, App campaigns) — creating a flywheel where agency education converted directly into client investment - Brought brand-direct accounts (Mastercard, PlayStation, Kellogg's, Kimberly-Clark) into multi-quarter strategic plans tied to platform innovation and new product launches - Co-led regional product launches and pilots in partnership with Google's Product, Marketing, and Measurement teams - Built the operating model and account-planning process that informed how Google approached subsequent LATAM satellite expansions Track record in this role earned promotion to Regional Sales Agency Manager — SLATAM in 2020.

Sales Operations Analyst

Jan 2010 — Dec 2011

Ford Motor Company

Argentina

Supported remote dealer-network sales operations, managing data and processes across Ford's sales infrastructure.

Administrative Assistant

Jan 2006 — Dec 2008

INSTITUTO Dr. BUSTOS FERNÁNDEZ

Argentina

Asistance to the medical staff

Spanish translation of medical protocols and reports received at the Medical Center.

Tracking the commercial and operations aspects of the corporate accounts , Costs Analysis.

Operational and commercial statistics.

Co-founder & Operations

Jan 2004 — Dec 2009

BARRUTI & BUSTOS PRODUCCIONES

Argentina

Productions of videos and photographs for parties and events, budgeting and cost management.

Sales and Customer Care.

EDUCATION

UNIVERSIDAD CATOLICA

Jan 2004 — Jan 2012

Bachelor's Degree in Business Administration and Management, General

San Martin Tours

Jan 1989 — Dec 2003

Bachillerato

PROJECTS

Album Virtual Mundial 2026

Digital companion to the 980-sticker Panini album for the 2026 FIFA World Cup. Built solo on Lovable in ~90 minutes as a proof of concept for how vibe-coding platforms let non-engineers ship full consumer products in hours. 48 teams, 12 groups (A-L), live countdown to June 11, three-state sticker model (Falta / La tengo / Pegada), Argentina's expected 2026 squad pre-populated. Roadmap toward two multiplayer modes (Modo Familia + Modo Club) shipping before the tournament starts.

CERTIFICATIONS

Google Ads Certifications, Google

Jan 2015

SKILLS

Artificial Intelligence (AI) · Campaign Execution · Performance Metrics · Go-to-Market Strategy · YouTube Marketing · Programmatic Media Buying · Programmatic Advertising · Business-to-Business (B2B) · Channel Sales · Team Building · International Relocations · Data Analytics · Revenue & Profit Growth · Google Ads · Team Alignment · Cross-functional Initiatives · Video · Business Administration · Revenue Forecasting · 360s · Identifying New Opportunities · Looker (Software) · New Product Implementations · Campaign Analytics · Ad Tech · Ad Targeting · Relocation · Cross-functional Collaborations · Technology Platforms · Search Ads 360 · Creación de relaciones · Métricas de rendimiento · Campañas de marketing · Gestión de campañas · Campañas · Ejecución de campañas · Business Growth · Growth Management · E-Commerce · Program Delivery Management · Sales Management · Team Management · Cross-functional Team Leadership · Microsoft Excel · Business Strategy · Vehicles · Excel · Data Analysis · Word · Microsoft Office · Full-cycle sales closing · MEDDIC/MEDDPICC · Outbound sales · SDR management · JBP/JTP · Salesforce · Apollo · Gong · Outreach · Claude · ChatGPT · Gemini · DV360 · Regional revenue management · Enterprise deal-making · LLM workflows · A/B testing