Marc Sola Bel

AI Business Operations · Workflow Design · B2B Technical Sales

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I design how a business runs with AI: which work goes to agents, which stays with a person, and how to prove it works. I come from 6+ years in sales and after-sales, mostly B2B, with over €2M closed in technical sales. I define the process and direct the systems; I don't write production code.

€2M+	6+	23	50	71
closed in technical sales	years in sales and after-sales	European manufacturers screened	scheduled automations	written decisions

EXPERIENCE

Co-founder, commercial lead — May 2026 – present
Fulgor · 3D printing (Spain & EU)

- Lead the non-technical side end to end: incorporation, intra-EU tax, financing, margin pricing, store and brand.
- Screened **23 European manufacturers** and negotiated margin, territory, account protection and after-sales.
- Designed and direct the AI system we run on: **50 scheduled automations, 71 written decisions**, human review where it matters.
- Designed with AI the manufacturer site, the store interface and this CV: from idea to launch, without writing the code myself.

Technical Services Coordinator — Dec 2025 – Oct 2026
Crown Lift Trucks

- Coordinated and trained after-sales teams on industrial machinery in Barcelona and Girona: warranties, spares and field technicians.
- Quoted repairs, maintenance and fleet renewal, dealing daily with CEOs and warehouse managers at national and multinational accounts.
- Spotted that workload was split by manual judgment and built, with Claude and no production code of my own, the engine that balances it: validated in a simulator, on my own initiative.

B2B Sales Specialist — Feb 2021 – Sep 2024
Beral Projects

- **Over €2M** sold in three years on inbound demand, 150-300 accounts a year: average deal **about €3k**, largest in the €10-30k range, won on advice, not discounts.
- Looked behind each enquiry for who the client was and the bigger deal it could become: that is where my most ambitious sales came from.
- Helped build a **€150k** proposal from scratch, the largest the company had faced.
- Configured heat pump and pool sales for gym chains and companies in France, Portugal, the UK and Norway; direct with manufacturers in four EU countries; intra-EU tax and shipping.

Commercial Consultant — Apr 2018 – Sep 2019
Ondas System · Vodafone store

- Advised store clients, many of them companies, on business mobile, connected security and web services.
- Prospected through the CRM and local visits; satisfied clients brought family and acquaintances.
- **#1 in sales** across about 14 stores early on, then among the top rated. Trained new store staff.

EARLIER

2019–20
Co-founder & producer. Own audiovisual studio. Client work: digital communication, scripts, editing.

2017–21
Director. Cultural association, 70+ members. Programming and resource management.

2016
Audiovisual producer. Produccions Antàrtida. Picalletres (TV3), pre-production of Crims.

EDUCATION

2012 – 2017
BA in Audiovisual Communication and Journalism. Universitat de Lleida. Exchange at Universidade de Santiago de Compostela.

2023 – 2025
Game & narrative design. ESCAC, Level Up

2021
Esports & Gaming Management. IEBS. Master's programme, not completed. Event and team management.

DETAILS

Languages
Catalan and Spanish native · English B2 professional · Portuguese elementary

Available
part-time · remote · now

Contract
employee or self-employed

Licence
B

Tools
AI process automation, AI-assisted web design, multi-agent orchestration, prompt design, Claude, Excel, Figma, Miro

TWO CASES

The CV ends above. This is for anyone who wants to see how I work.

Running a two-person company with AI

Fulgor · 3D printing · proof of method

Problem	There are two of us. Everything non-technical runs through me: suppliers, tax, store, brand and customer care, with no team to absorb it.
Approach	I split each task in three: what scheduled agents do, what a person decides, and what gets written down so it is not argued again.
Control	A rule only counts if something runs it. Each control is validated twice: red with the fault and green without it.
Status	The channel is still being built: what I bring here is the method, with no sales figure.

Atlas

Routing and workload allocation engine · Crown Lift Trucks · built with Claude

Problem	A forklift-maintenance field team (Catalonia and the Balearic Islands) splits its workload every day, month and year: which machine each technician takes, which route, which priority.
Approach	Three layers that never overlap: a hard one that filters before scoring, one that weighs proximity against workload fairness, and a tie-breaker that never pulls a machine out of its zone.
Build	I directed and built it with Claude without writing the production code myself. Calibrated with real productivity and travel data; every change goes through a regression suite.
Outcome	A working prototype the team used informally, not an official company deployment.