

GABRIEL SERRANO ROSABAL

Account Manager | Business Developer | PR & Strategic Partnerships

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PROFESSIONAL SUMMARY

Bilingual Account Manager with over 12 years of international experience in tech, gaming, and iGaming industries. Proven track record in B2B relationship management, business development, contract negotiation, and strategic planning. Skilled in building and growing accounts across LATAM, the U.S., Europe, and Asia. Strong background in public relations, cross-functional team leadership, and go-to-market execution. Passionate about creating long-term value for clients through innovation and tailored solutions.

CORE SKILLS

- Account Management & Upselling
 - Business Development & Market Expansion
 - Strategic Partnerships & PR
 - Project Management (Agile, SCRUM)
 - CRM & Tools: Salesforce, Jira, Monday, Trello
 - Cross-cultural Team Leadership
 - Fluent in Spanish & English (C1), Basic Portuguese
 - Industry Knowledge: Gaming, EdTech, iGaming, Creative Tech
 - Digital Tools: Maya, Blender, Unreal Engine, Office Suite
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PROFESSIONAL EXPERIENCE

Funcrashers – *Product Owner & Account Manager*

Costa Rica | Jul 2022 – Present

- Led integration processes for international operators such as Vivo Gaming and Digitain.
- Acted as primary liaison for client needs, ensuring smooth development and delivery cycles.
- Responsible for upselling new intellectual properties and scouting potential clients.

Xsolla – LATAM Account Manager (Contract)

USA | Dec 2023 – Mar 2024

- Designed commercial roadmap and acquisition strategy for LATAM region.
- Onboarded new clients and scaled existing relationships in the Metasites division.
- Provided market insights and relationship management support.

Creativa University – Director, Game Development & Animation Programs

Costa Rica | 2015 – 2024

- Developed and updated digital tech curricula based on market trends.
- Oversaw academic operations and student success initiatives.
- Actively led institutional PR and business development efforts.

Abducted Launch – Account & Business Manager

Costa Rica | 2024

- Managed production and client coordination for Slot and Crash Game launches globally.
- Supported marketing and integration with operator partners worldwide.

ASODEV – President (2023–2025) | Founding Member (2015)

- Spearheaded efforts to promote LATAM's video game industry globally.
- Represented Costa Rica at international events like Gamescom LATAM.
- Co-founded Expovit, the largest regional game development event.

Xsolla – Curine Academy – Business Development Consultant

Malaysia | Feb 2024 – Jul 2024

- Consulted on growth strategies and academic programs for the gaming industry.
- Supported QA and development of new learning initiatives.

Frame 3 Studio – President and Account Manager Costa Rica | Mar 2012 - Mar 2024

- In charge of studio management and growth strategies.
 - Managed production of all projects for diverse clients around the world, from casual games to high scope videogames.
 - Main POC for clients and production teams, Account Manager in charge of customer success.
 - Project Manager for several projects, ensuring milestone achievement, production quality and developer wellbeing.
 - Art Director for several projects, achieving proper client vision to actual product, observation of market tendencies, visual quality and product optimization.
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ACHIEVEMENTS & AWARDS

- **MHADI (2022)** – National award from Costa Rican government for a historical AR museum project.
 - **Gamescom LATAM (2024)** – First Costa Rican invited as panelist and jury at major LATAM gaming event.
 - **Vit Awards & Expovit** – Creator and organizer of Central America's top game dev awards and expo.
 - **IGDA Incubation SIG (2024)** – Led Indie Island to become a founding member incubator of the global SIG.
 - **Costa Rica Innovation Lab (2024)** – Co-founder of the country's first government-backed innovation lab.
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EDUCATION & CERTIFICATIONS

SalesXccelerator – Advanced Sales & Management Certification (*In Progress*)

Creativa University – Technical Degree in Programming for Machine Learning (*2020–2024*)

LCI Veritas University – Bachelor's Degree in Digital Animation (*2006–2012*)

REFERENCES

- **Marcela Alarcón** – Provost, Creativa University
✉ marcela.alarcon@ucreativa.com
- **Leonardo Tinoco** – LATAM Operations Director, Vivo Gaming
✉ leo@vivogaming.com
- **Jason Seabaugh** – Art Director, WorldWinner
✉ jsebaugh@worldwinner.com
- **Alessandro Biollo** – VP LATAM, Xsolla
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