

Senior Enterprise Sales Rep

Proven, personable, and resourceful self-starter with passion for understanding client needs and providing high-quality solutions. Recognized by peers for eagerness to help team members succeed while surpassing personal quotas and expectations. History of delivering in self-directed and team-oriented roles, creating order from ambiguity, and building lasting, fruitful relationships with clients based on mutual trust and respect.



Startup to 200+ accounts
\$0 to \$1M+ ARR
15% YoY growth

AREAS OF EXPERTISE

- SaaS Sales Strategy
- C-Suite Relationship Building
- Sales Pipeline Management
- Revenue Generation
- Prospecting / Lead Generation
- Meeting / Exceeding Quotas
- Cross-functional Teamwork
- Public Speaking
- New Logo Acquisition
- Consultative Selling
- Contract Negotiation
- Sales Presentations

PROFESSIONAL EXPERIENCE

Educational Consulting Group, Atlanta, GA

2010 – Present

KEY ACCOUNT MANAGER / SENIOR SALES REP – ALL IN LEARNING

Seamlessly balance multiple priorities while driving revenue for SaaS EdTech startup through active prospecting and follow-up, skilled sales pipeline management, and consultative sales approach. Maintain Top Sales Performer position for 6 consecutive years, driving growth from new and existing customers through lead generation, targeted marketing, value-driven presentations, and attentive account management.

- Leveraged cold calls, persuasive storytelling, and probing questions to build territory from zero to 200+ customers with \$1M+ annual revenue and consistent 15% YoY growth.
- Secured Pitt County Schools (NC) contract by presenting successful school-level use cases to district leadership with solid high-school principal endorsements and leading negotiations for district-wide licensing.
- Helped transform faltering Fulton County schools by partnering with area superintendent to implement software across 17 facilities elevating data visibility to inform instruction decisions and normalizing student assessments.
- Negotiated deals with 40% of Gwinnett County Schools (15th Largest US district) on school-by-school basis through open and honest communication with principals and attentive customer service, resulting in referrals.

eInstruction Corp, Scottsdale, AZ

2006 – 2010

SOUTHEAST REGIONAL MANAGER

Expanded regional Higher Education market for EdTech software company. Coached and mentored new reps on territory growth, sales strategy, negotiation, and relationship management. Supported leadership team by providing trusted guidance for Higher Ed vision, product roadmap, and pricing models.

- Repeatedly beat sales quotas by 20%+ while boosting annual run rate from \$500K to \$3M through establishment of strategic partnerships with campus leadership at major universities and tenacious sales pipeline management.
- Acquired 8 of the 10 largest universities in Southeast as new logos through consultative selling, relationship building, speaking at quarterly meetings, and demonstrating platform value to decision-makers.

EDUCATION

BACHELOR OF SCIENCE – MARKETING

Indiana University Bloomington, Bloomington, IN