

STRATEGIC ACCOUNT MANAGER

Summary

Entrepreneurial, metrics-driven SaaS sales leader with extensive B2B start-up experience enhancing competitiveness, developing sales pipelines, and ensuring customer retention. Curious and innovative collaborator adept at organizing sales reviews with management to chart improvement and expansion directions. Equally enterprise-savvy and client-centric, championing consistent growth and retention through account renewal and upselling. Passion for solving problems in ambiguous environments and engendering cutting-edge growth strategies.

Highlights

- ▶ Delivered \$500K revenue bump by turning around 2 troubled accounts. (XXXXXX)
- ▶ Produced 600% YoY growth through collaborative problem-solving, improving account performance. (XXXX)
- ▶ Secured largest partner contract and exceeded \$800k quota in 2019 by 108%. (XXXXXXX)
- ▶ Grew business listings under management by 300% in 12 months. (XXXXXXX)
- ▶ Stimulated new and renewal business to beat \$1.7M goal by 115% in 2013. (XXXXXXX)

Key Skills

- Upselling & Cross-selling
- Stakeholders Engagement
- KPI Management
- Sales Planning & Leadership
- Client Relationship Management
- Strategic Account Management
- Entrepreneurial Inclination
- Account Expansion
- B2B SaaS Experience
- Cross-functional Teamwork
- Communication & Presentation
- Sales Pipeline Management
- Progress Tracking & Reporting
- Financial Planning & Analysis
- Sales Forecasting

Professional Experience

XXXXXX XXXXXXXX, Inc., Boston, MA 10/2021 – Present
Autonomous dispatch and routing software using AI to improve fleet efficiency and customer service for last-mile operations.

STRATEGIC ACCOUNT MANAGER

Guide product and sales strategies with teams and leadership to improve efficiency and innovation, pitch business through engaging presentations, and upsell clients to convert first business into long-lasting relationships.

- Turned 2 troubled accounts into profitable and repetitive businesses, **catalyzing additional \$500k** for business.
- Took over non-performing accounts from assigned account manager, **doubled ARR, and initiated 600% YoY growth** by facilitating daily improvement meetings with tech, product, and support.
- Galvanized most significant relationships representing 58% of total company ARR, including key clients such as DHL, Anheuser-Busch, Canadian National, and Lyft.

XXXXXXXXXX, Remote 2021
Remote-based B2B software provider helping organizations track, analyze, and improve fleet operations.

ACCOUNT EXECUTIVE

Formed and fortified relationships with accounts by leveraging written and verbal communications, driving precision through ambiguity, and inspiring excellence among teams.

- Collaborated with stakeholders across Customer Success, Sales, and Product Management to unleash new pipeline through strategic outreach and with Senior Leadership to identify strategies to drive sales efficiency and growth.
- Leveraged mastery of product offering, analytics, and functional knowledge of customers to lead software demos with prospects and develop customized solutions to match business needs and goals.
- **Achieved 104% of quota** by consistently managing account growth action plans, upselling, and expanding deals.

XXXXXX, Remote

2018 – 2020

Digital location intelligence and local data management SaaS platform helping businesses track online reputation and review.

DIRECTOR, SALES & STRATEGIC PARTNERSHIPS

Consistently **ranked among top 3 out of 17-member, high-performing Sales team** by balancing priorities between sales pipeline growth and management, including in follow-up activities to galvanize relationships. Coordinated internal and external sales call with Product, Engineering, and Marketing teams.

- Established, developed, and expanded Synup's market share in North America as second US-based hire.
- Initiated contact and established interest with VP- & Director-level decision-makers at multi-location brands, digital agencies, franchise groups, and channel partners.
- Built robust and accurate pipeline for 3-9-month sales cycle with deals ranging from \$25k-\$500k annually.
- **Won Synup's largest partner contract** with Vistaprint from 2 larger incumbent competitors through strategic networking and sales tactics.
- **Outperformed 2019 sales quota of \$800K by 108%** by leveraging existing networks and relationships and upselling client base with additional products and features to increase contract value.
- Led expansion of digital agency relationships to generate 13% YoY growth in agency contracts.

XXXXXXXXX XXXXXXXX, Remote

2015 – 2016

SaaS provider that supports brands, agencies, and enterprise media companies to bring businesses closer to target markets.

DIRECTOR, BUSINESS DEVELOPMENT & PARTNERSHIPS

Administered sales and business development activities to position organization for potential acquisition. Orchestrated strategies to enhance brand's popularity and competitiveness, drive metrics, and energize new business acquisition.

- Collaborated with Executive team to analyze opportunities within verticals / accounts, underpinning pipeline growth and sales wins with large multi-location brands, digital agencies, and channel partners.
- Created and implemented Partner Playbook to remove ambiguity, increase partner adoption, and highlight benefits of Convergent Mobile Platform.
- **Nurtured 300% growth in number of business listings under management within 12 months** by coordinating with senior leadership to develop and implement an aggressive go-to-market (GTM) strategy and close deals.
- Acquired new business with major companies, including Sprint, Burger King, Aspen Dental, and advertising agencies.
- **Enabled an additional \$55K in partner sales revenue** by leading partner training and webinars on one of the largest online marketplaces for local business marketing tools.

XXXXXXXXX XXXXXXXX XXXXXXXX, Remote

2013 – 2015

Online business listing agency that optimizes businesses to enlist on Search Engines, Social Networks, and Directories.

DIRECTOR, SALES & PARTNERSHIPS

Nurtured relationships with accounts, senior executives, and internal stakeholders to create and implement strategies for account growth. Tracked KPIs and progress for strategic accounts.

- **Managed portfolio valued at \$1.3M ARR** for Walmart, FedEx, and other large resellers.
- **Added \$640k in new partner revenue** by analyzing client performance and continuously exploring upsell opportunities.
- **Accomplished 115% of \$1.7M annual goal** in 2013 for new and renewal business.
- Launched international expansion into UK, which **unlocked \$120k in new revenue within 4 months**.

Early career success in Sales & Account Management roles, including channel and partner sales, at XXXXXX XXXXX XXXXX, XXXXXXXX, and others.

Education

Associate of Applied Science, Criminal Justice – Genesee Community College, Genesee County, NY

Political Science Coursework – Syracuse University, Syracuse, NY

CERTIFICATIONS:

Hubspot – Inbound Marketing & Frictionless Sales | Drift – Conversational Sales & Marketing