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ENTERPRISE SaaS & AI SALES | STARTUP GTM | SIX- AND SEVEN-FIGURE DEALS

Enterprise SaaS sales leader with 14+ years of experience building pipeline and closing complex six- and seven-figure agreements across AI-enabled technology, workflow automation, and technical SaaS. Sold to VPs and heads of sales at a startup, developed business cases tied to revenue growth, and built new markets and sales motions. Translate complex products into measurable outcomes for executive buyers and lead new-logo deals from prospecting through contract execution.

Enterprise New-Logo Sales | Startup Go-to-Market | Sales Executive Buyers | Business Case Development | Executive Discovery | AI-Enabled SaaS | Product Demonstrations | MEDDPICC | Pipeline Generation | Complex Negotiations | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

120Water, Remote (Boston) – November 2024 to Present
Strategic Account Executive

Lead enterprise new-logo growth across large, multi-state corporations, strategic municipal systems, and state agencies, owning prospecting, executive discovery, solution strategy, negotiation, and contract execution across complex SaaS and services opportunities.

- Achieved 100%+ of annual quota in first year at 120Water
- Secured a $400K enterprise agreement within six months of joining
- Hired to build new strategic accounts vertical focused on large, multi-state organizations; established the enterprise sales motion and generated pipeline in a previously untapped market
- Run complex, multi-stakeholder sales cycles involving SaaS platforms, managed services, workflow automation, and technical integrations
- Partner with RevOps on sales tech stack decisions, process improvements, and AI implementation across the broader team, bringing frontline sales needs into rollout and adoption

3Play Media, Boston, MA – October 2020 to August 2024
Enterprise Account Executive

Generated new business revenue by selling AI-powered video, accessibility, localization, and workflow automation solutions, translating emerging technology into measurable customer-experience, operational, and financial outcomes for enterprise buyers.

- Exceeded annual revenue goals in 2021 (158%), 2022 (125%), and 2023 (117%)
- Ranked #1 among Account Executives in new business revenue for three consecutive years (2022–2024)
- Closed the largest AE deals in both 2021 and 2022, including complex six- and seven-figure enterprise contracts
- Pioneered SOW structures that increased deal size and shortened sales cycles
- Partnered with Solutions Engineering to deliver customized technical demos that strengthened buyer alignment and supported higher-value enterprise opportunities
- Worked cross-functionally with product, engineering, and support to design custom technical solutions and software integrations that solved customer needs and drove adoption with Fortune 500 companies, including 3M, Workday, and Progressive Insurance

Experience LLC, Atlanta, GA – March 2017 to January 2020
MANAGER, SALES & RETENTION

At a startup, led go-to-market and enterprise sales for emerging mobile technology and SaaS solutions across professional sports organizations. Sold to VPs and heads of sales, developed business cases tied to revenue growth, and expanded the business into new domestic and international markets.

- Exceeded quota while owning growth across NFL, MLS, and international sports markets
- Grew annual revenue in Major League Soccer from $50,000 to $500,000
- Grew annual revenue in Australian Football League from $30,000 to $300,000
- Launched the NFL's first subscription-based ticketing solution by building the commercial case for a new model in a traditionally transaction-based market
- Expanded AFL partnership from 5 clubs to 16 clubs while driving product adoption
- Partnered with product, operations, and executive leadership in a startup environment to refine the offering, shape sales strategy, and accelerate adoption across global enterprise customers
- Led discovery, business case development, contract negotiations, and growth planning with senior sales leaders across complex league and team partnerships

Cleveland Browns, Cleveland, OH – March 2016 to March 2017
ACCOUNT EXECUTIVE, PREMIUM SALES

Drove sales of contractual suite leases and luxury memberships to enterprise customers. Built and fostered a network of relationships with executive leaders of customer organizations to cultivate new business. Analyzed industry trends and revised strategy accordingly. Leveraged Microsoft Dynamics CRM to manage pipeline.

- Achieved the highest premium seat sales of a team of 40 sales representatives
- Consistently self-generated pipeline of at least 90% every year via cold calling, networking, and targeted outreach

Cleveland Indians, Cleveland, OH – February 2012 to March 2016
INSIDE SALES MANAGER / SENIOR ACCOUNT EXECUTIVE

Drove new business and ensured client retention by building a network of local, regional, and national relationships. Motivated sales team and trained reps on conversion, prospecting strategies, products, account management and CRM usage while surpassing individual sales goals. **Previous titles**: Account Executive, Group Sales (1/2013 to 10/2015) and Inside Sales Executive (2/2012 to 1/2013).

- Consistently produced over $1M in revenue annually, exceeding goal every year as Account Executive
- Launched a multi-year partnership with the American Cancer Society that resulted in over 5,000 tickets annually
- Implemented individual and group training programs to improve staff development, productivity, and sales execution
- Provided career mentorship and developed a prospecting strategy to execute sales with the 30 most profitable companies in northeast Ohio, resulting in $150,000 in new business

ORGANIZATIONAL LEADERSHIP

American Cancer Society Young Professional Board, Cleveland, OH – 2015
BOARD MEMBER

Developed innovative revenue-generating opportunities, instituted new fundraising programs, furthered community partnerships, and coordinated logistics of local events. Selected as one of 15 young professional board members.

EDUCATION

MASTER OF SCIENCE, Sports Management | Cortland University, Cortland, New York

BACHELOR OF SCIENCE, Sports Management & Criminal Justice | Brockport University, Brockport, New York