



Dental Intelligence,
Account Executive



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Brandon, FL, 33511, US



EDUCATION

PSYCHOLOGY

Bachelor of Arts in Psychology | University of Connecticut, Stamford, CT



EXPERIENCE

Account Executive 2022- till date

Dental Intelligence, Pleasant Grove, Utah | SaaS, Account Executive | AI/BI, Analytics & Patient engagement to help dental practices grow & reach their full potential.

- A thorough understanding of Griffin Hill Integrity Sales System principles and best practices, as well as an understanding of both the industry and the product.
- Ability to manage time effectively, communicate with a friendly voice, and possess excellent communication, written, and interpersonal skills. Strong Salesforce CRM skills and Sales experience with SaaS.
- Maintain accurate records of all contacts and opportunities using Salesforce CRM. Research and target prospects using a variety of resources.
- Deliver skillful demonstrations of our solutions via video conference, achieve monthly, quarterly, and annual revenue goals, and guide prospects through the sales process until the sale is completed
- Implementing effective sales strategies to obtain referrals from clients. Demonstrate and accept customers set by the SDR team as well as prospect from the dental industry lists. Contact prospects frequently so as to maintain interest and to foster urgency.



AREAS OF EXPERTISE

Sales & Marketing Management



Process Improvement & Modelling



Vendor & Supplier Management



Customer Relationship Mgmt.



Strategic Planning & Analysis



Project Planning & Execution



Team Training & Leadership



SaaS & Relationships Building



HOBBIES



SaaS - Account Executive, The Acquisition Team 2021 – 2022

Actsoft, Inc., Tampa, FL

SaaS - Account Executive, The Acquisition Team

Meet with clients and gather information about project's scope, budgets, and timelines. Utilize negotiation skills and consultative selling to close deals. Enhance sales pitch by employing cold calling/prospecting approaches. Schedule client discovery calls/follow-up calls, send follow-up emails to prospects, request referrals, and use case studies to show or validate ROI. Practice other tech stack productivity products to generate leads resulting in sales. Lead function surrounding development and streamlining of sales team leadership, new customers' acquisition, sales pipeline, forecasting, and client negotiation for SaaS and associated implementation services.

- Achieved or exceeded sales metrics / KPI and quotas by devising various strategies.
- Performed web-based demos and presentations to potential customers.
- Attained learning regarding software updates to be a SME.
- 2022 #6 Top Performer - 93% of goal (34 reps)

Key Account Manager 2016 – 2021

**Bench Craft Company, Tampa, FL | Advertising Sales,
Project Manager | Key Account Manager**

Established and maintained long-lasting relationships with existing and potential clients. Conducted research on potential clients' products or services and determined the geographic location of the majority of their target customers. Set meetings with potential clients to present advertising proposals and address their concerns. Assisted the marketing team in the preparation of media kits and promotional plans.

- Sold golf course advertising to medium / small businesses such as scorecards, tee signs, benches, and course guides.
- Known as one of the top "new business" producers in the organization.
- 2018-'21- #3 Performer - 147% of goal average (total 220 reps companywide)

Director - Key Accounts, Advertising Sales 2019 – 2020

**Director - Key Accounts, Advertising Sales | Corporate
Sports & Entertainment, Tampa, FL**

Retailed advertising in the official yearbook and game day media sold at the stadiums and digitally on the official team and leagues websites, an official publisher for over 100 professional sports franchises and events throughout the NFL, MLB, NBA, NHL, PGA, NASCAR, World Championship Boxing, and Professional Tennis as well as numerous NCAA universities across the United States. Targeted executive, decision makers who have marketing budgets allocated.

(8 months due to Covid)

NexTraq - Tampa, FL 2012 – 2016

SaaS – Account Executive, Software Sales

Provided support for clients by learning about and satisfying customer needs. Executed cold calls and reached out to prospects. Followed up with prospects several times throughout the sales cycle to meet needs/demands. Accelerated business growth by negotiating and winning deals related to new technology (cloud). Offered effective assistance to all team members in managing day-to-day business operations. Established and maintained long-term professional relationships with local partners and customers through excellent communication skills.

- Established and delivered GPS tracking software solutions to companies that have fleets of vehicles.
- Optimized revenue and improved customer satisfaction by executing several facets of SaaS sales.
- Awarded with the companywide title of "Rookie of the Year" in a hiring class of 70 new BDRs and was promoted to AE within 1st 8 months (Only rep to capture that honor).

Consistently achieved the President's Club every year.

2014 - President's Club - Top Performer - 103% of goal

2015 - President's Club - Top Performer - 108% of goal

2016 - President's Club - Top Performer - 117% of goal

Transcensive/Computershare - Shelton, CT 2007 – 2010

SaaS - Outsourcing Account Executive, Private Markets Specialist

Built a strong customer base by cold calling utilizing various Internet services. Steered overall processes including identifying prospects, qualifying their needs and matching them to Transcensive solutions. Performed web-based demonstrations and training classes via Webex. Sold customized solutions to upper-level management at Private and Publicly Traded Companies.

- Sold third-party solutions to Investment Banks and Brokerage firms; clients include UBS, Pain Webber, and Merrill Lynch.
- Managed monthly quotas of 50K+, quarterly quotas of 150K+, and yearly quotas of 750K+ as well as a daily quota of 80 outbound cold calls.