Graham Hill

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SUMMARY

Enterprise Account Executive for cybersecurity/SaaS across enterprise & public sector

Full sales cycle: prospecting, discovery, negotiation, close (MEDDIC, BANT)

CRM discipline (Salesforce/HubSpot), daily hygiene

executive storytelling

Have been involved in many SaaS sales, Aurea in which had a product catalogue of over 30 titles.

Have averaged 120% of quota in previous roles, have always maintained at least 150% of target with pipeline.

Generate new pipeline via multi-channel outreach (email, LinkedIn, phone), averaging ~7 meetings weekly and ~25 responses.

Proficient with Salesforce and HubSpot for disciplined pipeline hygiene and KPI tracking.

Extensive SaaS experience, including managing a catalogue of 30+ products at Aurea.

Consistently 120%+ to quota

maintain 150%+ target coverage through disciplined prospecting and follow-up.

SKILLS

Domains: Cybersecurity, SaaS, Enterprise, Public Sector, Telecommunications

Methods: Prospecting, Discovery, Qualification, Negotiation, Closing, Forecasting, Pipeline Management, Account Planning, Partner/Channel Collaboration

Platforms: Microsoft Office (Word, Excel, PowerPoint, Outlook), LinkedIn / Social Selling

Security: Penetration Testing, Adversarial Simulation, Compliance Readiness, NIST CSF 2.0, ENISA NIS2, MEDDIC, BANT, RFP, Salesforce, HubSpot, Passwordless, Identity-first, Endpoint, Government, Zero Trust, NIST CSF, NIS2, MFA

Collaboration: Marketing, Presales, Leadership; Partner co-selling; Playbook mentoring

WORK EXPERIENCE

Ardent Security | Account Executive July 2025 Present

- Built a LinkedIn-driven prospecting system; booked 15+ meetings with C-suite leaders.

- Secured new business across finance, healthcare, and industrial by aligning services to executive risk priorities.

- Collaborated with technical teams to tailor compliance and adversarial defense solutions.

- Developed cyber-insurance and regulatory messaging (NIST CSF 2.0, ENISA NIS2) to differentiate offerings and open enterprise opportunities.

Avatrics | Chief Revenue Officer (CRO) 2024 Present

- Owned go-to-market strategy, early-stage growth, and partnership development across healthcare, logistics, and services.

- Defined revenue model and pricing framework pre-launch; drove investor engagement and strategic use-case development.

- Contributed to product direction, including Studio platform, analytics, and memory features.

Upland Software, Austin, TX | Account Executive North American Sales (Cimpl & PSA) 2023 2024

- Generated $2M+ in sales and secured enterprise contracts while increasing adoption.

- Built and nurtured partnerships with ROGERS and TELUS; hosted partner events to expand market reach.

- Provided customer insights to product teams, influencing roadmap/feature enhancements.

Aurea Software, Austin, TX | Account Executive Global Sales & Operations 2021 2022

- Produced $200K in first quarter (2022) via GTM strategy for a new cloud cost-optimization product.

- Increased revenue by $2M by integrating two new acquisitions into the portfolio.

- Oversaw key global enterprise accounts contributing to ~$20M ARR; collaborated across product, engineering, marketing, and revenue teams.

- Managed a team of ~10 across regions.

Williams Communication Inc., Oshawa, ON | Account Executive National Sales & Operations 2020 2021

- Delivered ~$1M in net-new revenue in 2021 through new partnership development and iterative GTM.

- Expanded the eastern Canadian footprint by ~200% over two quarters in 2021.

- Supported/led a team of ~20 SDRs for daily lead generation and qualification.

Rogers Communications Inc., Greater Toronto | Business Territory Field Sales Representative 2011 2019

- Built the Unison calculator, reducing quote times by ~75% (from ~40 minutes to under 10 minutes).

- Surpassed Value-Added Services quota by ~20% (2017).

- Delivered ~150 units/licenses vs. peer average of ~90; maintained multi-channel customer communications.

- Assisted in training new reps on advanced/effective sales techniques; served as acting manager during absences.

EDUCATION

- Ontario Tech University (formerly UOIT) Bachelor of Commerce (Honours), 2007

AWARDS & RECOGNITION

- President's Club (2017, 2018)

- Team of the Year (2014)

- Peer One Electee (2017)