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 for identity-first, passwordless, endpoint-enforced access; Sold across SMB, enterprise, and public sector; experienced with RFPs and multi-stakeholder cycles (CIO/CISO/Procurement).; Built AI tools to automate CRM upkeep; maintain daily hygiene (30 minutes).; Communicate complex security with analogies and diagrams.; Notable accounts handled: Canada Post Group of Companies, Disney, CSA, several banks..

# SKILLS

\*\*Domains:\*\* Cybersecurity, SaaS, Enterprise, Public Sector, Enterprise & Government

\*\*Methods:\*\* MEDDIC, BANT, Prospecting, Discovery, Negotiation, Closing, Forecasting

\*\*Platforms:\*\* Salesforce, HubSpot

\*\*Security:\*\* Passwordless, Identity-first security, Endpoint enforcement, Digital trust, government, public sector, RFP, prospecting, closing, Salesforce, HubSpot, MEDDIC, BANT+, passwordless, identity-first, endpoint, cybersecurity, SaaS

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

# EXPERIENCE

Ardent Security — Account Executive\*\* (Jul 2025–Present)

- Own full-cycle cybersecurity sales across enterprise & public sector; prospecting via LinkedIn and exec networks.

- Built a LinkedIn-driven prospecting motion that booked 15 C-suite meetings, opening enterprise/public-sector conversations.

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

- Partnered with technical teams to tailor penetration testing, adversarial simulations, and compliance readiness solutions.

- Developed executive messaging mapped to NIST CSF 2.0 and ENISA NIS2.

- Introduced AI tools to support CRM upkeep and ensure accurate forecasting.

- No formal quota; focused on enterprise/public-sector hunting and RFP-led cycles.

Avatrics — Chief Revenue Officer (CRO)\*\* (2024–Present)

- Lead GTM, pipeline creation, and partnerships for an AI voice platform; revenue model and pricing ownership.

- Drove GTM strategy, pipeline creation, and partnerships for an AI voice platform; designed revenue model and pricing.

- Contributed to investor engagement and product roadmap alignment with priority verticals.

- Developed AI tools to automate CRM upkeep and accelerate sales ops efficiency.

Upland Software (Cimpl & PSA) — Account Executive\*\* (2023–2024)

- Owned enterprise and public sector territories; partner-led pipeline with Rogers and TELUS.

- Generated $2M in sales with $4M active pipeline; secured enterprise contracts and expanded adoption.

- Built and scaled partnerships with Rogers and TELUS; hosted partner events to drive pipeline.

- Maintained strict CRM hygiene (Salesforce/HubSpot) with daily upkeep to ensure forecast accuracy.

- President's Club (2 years).

- Delivered $2M in new sales in 2023 and managed a $4M qualified pipeline across enterprise and public sector.

Aurea Software — Account Executive, Global Sales & Operations\*\* (2019–2022)

- Enterprise SaaS sales across regulated industries; complex multi-year negotiations.

- Closed a $500K TCV, 3-year unlimited seats enterprise deal, demonstrating complex, multi-year negotiation strength.

- Added $2M revenue by integrating acquisitions; managed $20M ARR across SaaS accounts.

- Closed $500K TCV, 3-year term with unlimited seats (enterprise).

Williams Communication — Account Executive\*\* (2020–2021)

- Regional new business and partner development.

- Delivered $1M net-new revenue in 2021; expanded eastern footprint by 200% in two quarters.

Rogers Communications — Territory Field Sales Rep\*\* (2011–2019)

- Territory ownership with focus on net-new acquisition and add-on services.

- Surpassed VAS quota by 20% (2017) and delivered 150+ units/licenses vs. team avg. ~90.

- Built a 'Unison' calculator, cutting quote times by ~75%.

- Established daily CRM hygiene discipline sustained in later roles.

# EDUCATION

- Bachelor of Commerce (Honours) - Ontario Tech University (2007)

# AWARDS & RECOGNITION

- President's Club (2x)

- Team of the Year (2014)

- Peer One Electee (2017)