



HANNAH MIDDLETON

LET'S CONNECT

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EDUCATION

University California, San Diego
Full Stack Coding Certificate

Mount St. Joseph University
Bachelor of Arts in
Communication & New Media
Studies

Collegiate Volleyball Athlete, Cum
Laude Graduate, Campus Event
Coordinator, Diversity Union
Board Member, Academic All –
Conference Honors, Deans List

TOOLS / CERTIFICATIONS

HTML, CSS, Git, Salesforce,
Outreach.io, Salesloft, Intercom,
Gong, Loom, Asana, Coda Docs,
Chili Piper, Calendly, Metabase

Six Sigma 2.0 Greenbelt Certified
General Electric Fastworks Certified
Sales Gauge Certified

After 6 years of sales leadership and 3 startup companies, I am tired of being envious of the amazing Software Engineers at my companies, so I have decided it's time to jump in myself!

Yes, this is a massive pivot in my career, but it is one that I have dreamt about since the day I was exposed. I am, and will continue to be, a student of constant learning and growth, and the software development / engineering world does exactly that.

When I'm not "nerding out" about all things code, you can find me snowboarding on the slopes, playing sand volleyball and surfing at Vero Beach, or exploring with my two dog children.

PETVISOR
2/2022 - 5/2023

DIRECTOR OF SALES DEVELOPMENT

Lead all Sales Development initiatives and teams for our four brand companies.
Craft effective cross-selling processes, content libraries and sales trainings.
Mentor and coach Team Leads and 4 multi-brand Sales Development teams.

SR. MANAGER, SALES DEVELOPMENT

Build, coach and lead two SaaS sales teams totaling 15-20 representatives.
Develop and implement sales playbooks for multiple cross-selling initiatives.
Craft messaging and standardize prospect touchpoints through automated sequencing.

1BUILD (YC W20)
7/2021 - 1/2022

HEAD OF SALES

Forecasted and achieved aggressive growth targets to acquire series A round of funding.
Recruited, hired, onboarded and trained team of Sales Development Reps & Account Executives.
Crafted tutorial videos, GTM playbook, compensation plans and training programs.

STACK.CT
12/2017 - 7/2021

DIRECTOR, MAJOR ACCOUNT SALES

Crafted strategic business plan for a new sector of the business targeting companies over \$5M.
Analyzed and implemented sales enablement tools and processes to drive new revenue.
Hired and trained team on consultative selling techniques to better serve larger prospects.

DIVISION MANAGER

Implemented and managed all on-boarding training, application training and ongoing training.
Responsible for new revenue goal through management of Business Development & Sales Reps.
Helped craft and launch our new sales model, achieving to 50% year over year company growth.

SALES REPRESENTATIVE

Received 2019 "Top Closer" Award, with a close rate of 42.5%.
Presidents Club Recipient and three-time record holder for new sales.
Exceeded monthly, quarterly and annual goals 100% of my time in this role.

BUSINESS DEVELOPMENT REPRESENTATIVE

Recipient of "Top of the STACK", a company-wide award.
Restructured digital marketing opportunities, increasing attended demos by 25% company-wide.
Exceeded monthly, quarterly and annual goals 100% of my time in this role.

G.E. AVIATION
5/2016 - 5/2017

GE AVIATION INSPIRED LEARNING SPECIALIST

Developed interactive learning platform to allow for lateral knowledge across departments.
Organized & facilitated events at headquarters attended by thought leaders around the globe.
Worked directly with GE leadership to capture & edit video utilizing advanced digital equipment.