

Morgan Ambrose Naranjo

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SUMMARY

I enable teams to perform at their peak, even under pressure.

Currently driving top 2% enterprise results through disciplined operations and scalable sales strategies.

Raised on a farm, I learned early the importance of consistency, honest work, personal accountability, and serving something bigger than myself—values that continue to shape how I lead.

I believe the strongest results come from cultures built on ownership and genuine care for people — where individuals are developed with intention, supported with clarity, and given the structure to turn strategy into consistent, meaningful execution.

EXPERIENCE

IBS Sales Manager

Charter Communications

August 2024 - Present

- Led a team of 24 direct reports to top 10 position in the enterprise 14 of the last 16 months and YTD (stats attached to resume in a separate PDF) across multiple KPIs in a pool of 380 other people within my role with multiple of my agents being in the top 50 for the enterprise (out of a pool of roughly 8,000) every single month and YTD.
- Championed new sales strategies and coaching platforms up to 100% implementation and adherence with an accountability framework that allowed my direct reports and allied teams to be compliant with all new company initiatives and talk paths (particularly legal compliant data and FCC regulations).
- Active member of different growth initiatives and intra-departmental collaborations to create SOPs and form guidelines for how our business should handle different situations and develop talk paths that lead customers to the path of least resistance while increasing follow-through activation rate of multiple metrics and market verticals.

Sales Engineer

GasHawk

August 2022 - August 2024

- Owned and expanded relationships with strategic clients through regular technical consultations and solution design, driving a 30% increase in client retention over two years and successful expansion into three distinct product wallets.
- Served as a technical bridge between customers and product teams, translating real-world use cases into actionable requirements that informed feature enhancements and new solution development, contributing to a 15% increase in product satisfaction scores.
- Designed and deployed internal AI-driven tools and prompt-engineered workflows to improve sales discovery, technical demonstrations, and customer education—accelerating decision cycles and improving alignment between client needs and product capabilities.

Sales Manager

Allstate

December 2018 - August 2022

- Designed and implemented a proprietary 20-point performance and opportunity analysis, enabling agencies to identify growth gaps and execution issues; participating agencies added an average of \$2.66M in ARR year-over-year.
- Built and delivered targeted sales training and coaching programs to upskill underperforming agents, resulting in a 9% improvement in retention and sustained increases in close rates and production consistency.
- Acted as the primary escalation point for complex, high-risk client and operational issues, successfully resolving 17 high-profile cases and retaining over \$8M in annual revenue.

Solutions Specialist

Premier Auto

January 2015 - December 2018

- Maintained an average of 17 units sold monthly, with a monthly peak of 28 units and a daily best of 5 units, achieving 11 Hat Tricks.
 - Achieved the regional record from Capital One for funding the fastest deal twice (6 minutes).
 - Collaborated with F&I, GMs, and C-level officers to establish a customer-centric sales process, resulting in a 20% increase in customer satisfaction scores – ending at a 4.4 / 5 with 3,361 reviews.
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SKILLS

Bilingual: Spanish, Excel, Microsoft Office, G Suite, HubSpot, Notion, Slack, Zoom, Adobe Acrobat, Scrum, Psyops, Logistics, Statistical Analysis, Crisis Management, Accounting, P&C, Fiscal Auditing, Project Management, Contract Negotiation, Conflict Resolution, Scheduling, B2B, SaaS, Outbound Sales, Inbound Sales, Account Management, Market Research, Retention
