

KIRBY MCCRAE

SUMMARY

Results-driven Account Manager with over 13 years of experience in B2B solution-based selling, managing large enterprise accounts, and delivering sustainable revenue growth. Proven track record of building strategic, value-based customer relationships across multiple sectors. Skilled in leading cross-functional teams, contract negotiation, and utilizing data-driven insights to drive decision making. Adept at managing a \$9 million book of business, driving client growth, enhancing customer satisfaction, and ensuring retention through innovative solutions and strategic planning.

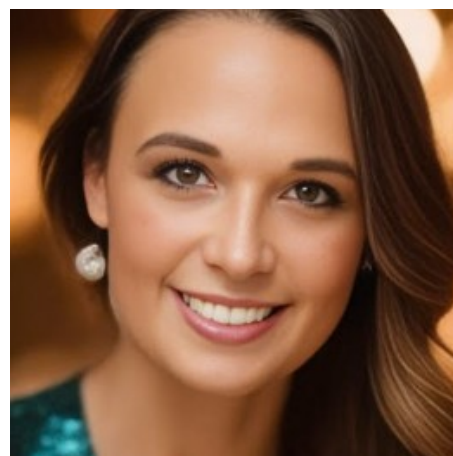
EXPERIENCE

Strategic Account Manager, Client Partner Manager, 03/2024 - Current **Image Solutions Inc.**

- Surpassed annual sales target by over \$800,000, achieving 43% growth in total sales for 2025.
- Expanded management of \$9 million account portfolio, ensuring steady quarter-over-quarter growth.
- Created solution-based proposals resulting in over 20% increase in project sales across initiatives.
- Built strong relationships with C-suite executives to enhance decision-making efficiency.
- Delivered impactful proposals that boosted customer adoption and improved end-user satisfaction.
- Named Top Supplier of 2025 for exceptional customer service and tangible value delivery.
- Discovered expansion opportunities within existing accounts, driving revenue through collaboration.
- Led successful launches of new programs and websites, generating significant revenue increases.

Key Account Manager and Onboarding Specialist , 01/2023 - 09/2023 **NexGen, Bluejeans by Verizon (Contract)**

- Provided operational support to Channel Partner team, optimizing efficiency across functions.
- Led onboarding of over 75 partners in six months, achieving 215% growth.
- Reviewed and standardized processes through implementation of innovative solutions.
- Supported CRM/PRM change management; developed reports and dashboards for partners.



CONTACT

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SKILLS

CRM, ERP & Business Platforms:

NetSuite (ERP & Financial Management), Salesforce, HubSpot, Monday.com, Asana, Jira, Zendesk, Slack, Zoom, Microsoft Teams

Productivity & Office Tools:

Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Gmail, Docs, Sheets, Drive)

Data & Reporting:

Tableau, Power BI, Report Writing, Sales Forecasting, Data Visualization

Sales & Marketing:

Marketing Strategy, Sales Techniques, Business Development, Revenue Growth, Strategic Account Planning, Account Management, Client Relations

Relationship & Communication:

Customer Relationship Management (CRM Expertise), Relationship Building, Executive Relationship Management, Persuasive Negotiation, Negotiation Skills, Networking Skills

- Established relationships with internal teams including CEO, Marketing, Finance, and Legal.
- Managed Partner Portal updates to enhance user experience.
- Executed pre-screening for new Channel Partners to evaluate engagement viability.
- Oversaw partner ecosystem management, including sales territory adjustments and legal compliance.

Account Executive and Project Manager II, 03/2019 - 01/2023
Brooks Consultants, Ericsson (Contract)

- Forecasted project completion timelines and managed vendor payment approvals for completed work.
- Reviewed and validated Bills of Materials (BOMs) to support accurate construction scheduling and project planning.
- Executed long-term material demand planning to ensure resource readiness and minimize supply delays.
- Developed sourcing strategies for telecom commodities to improve procurement efficiency and cost optimization.
- Defined project scope, timelines, and objectives while identifying cost-saving and value-enhancing opportunities.
- Partnered with cross-functional teams across supply chain, IT, finance, and operations to analyze risks, align priorities, and drive project success.
- Managed and trained an offshore team of 15+ responsible for close-out package assignment, quality review, and reporting.
- Designed executive-level reporting structures to support performance tracking, strategic insights, and decision-making.
- Built and maintained strong client relationships by serving as the primary point of contact, ensuring satisfaction, and driving long-term retention.
- Led account planning, business reviews, and stakeholder communication to align solutions with client needs and business goals.
- Identified upsell and cross-sell opportunities to support revenue growth and expand account value.
- Negotiated timelines, deliverables, and service expectations to ensure successful outcomes for both clients and internal teams.
- Coordinated with sales, operations, and leadership to resolve issues, manage expectations, and support seamless service delivery.
- Utilized CRM and reporting tools to track account activity, pipeline health, and performance metrics.

Director of Marketing and Franchising, Customer Service, 12/2016 - 12/2022

Play Street Museum Inc.

- Recruited, onboarded, and trained new franchise owners and staff while supervising operations.

WEBSITES, PORTFOLIOS, PROFILES

- www.linkedin.com/in/kirby-mccrae-ba15208b

- Coordinated evaluation criteria and terms for request for proposal packages, negotiating pricing for telecom services.
 - Managed budget through analysis of staffing hours and maintained inventory control effectively.
 - Set sales targets and marketing goals to maximize profitability, conducting regular staff meetings for alignment.
 - Developed customer service procedures and standards for new franchising brands to enhance service quality.
 - Measured customer satisfaction to identify areas for service improvement.
 - Analyzed data to assess team performance and service levels provided to customers.
 - Identified barriers to accuracy and productivity, implementing solutions to improve quality.
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EDUCATION

Associate in Education and Business Management
Collin County Community College - McKinney, TX

REFERENCES

References available upon request.