

KEVIN SAMPLE

TECHNOLOGY LEADER - PRODUCT DEVELOPMENT - ACCOUNT MANAGEMENT



EXECUTIVE SUMMARY

A dynamic organizational leader with expertise in SaaS development, partner management, and project leadership. He has led the launch of automation platforms, client-facing applications, and enterprise software systems that drive efficiency and growth. Recognized as a skilled professional in Business development, large enterprise sales, and strategic business planning with 5-years of experience in driving revenue within the information technology sector.

WORK EXPERIENCE

Frontline Medical Group

Dallas, TX - 2yrs 8months

Technology Projects-Lead • June 2024 -September 2025

- Spearheaded the launch and ongoing development of a proprietary SaaS platform with a complementary mobile app and internal billing/collections proof-of-concept; managed a remote team of engineers and aligned quarterly priorities with senior leadership to meet business objectives.
- Led a cross-functional data refinement initiative that improved data quality, automated core workflows, and optimized reporting systems for enterprise-wide visibility and decision-making.
- Managed vendor selection, relationships, and performance across IT, cybersecurity, and productivity solutions; delivered executive reports that improved vendor accountability and reduced operational risk.
- Developed internal applications and automation tools to streamline SaaS sales, client onboarding, and operations; partnered with Sales to deliver product demos, client resources, and training programs that enhanced adoption and efficiency.

Business Development Executive • February 2023 - June 2024

- Established organizational level protocols for handling communication with patients and our external clients
- Oversaw the data cleansing of our legacy CRM system to insure our sales team had correct information before entering the field
- Managed an internal team of 4 data technicians to migrate sensitive client records from our legacy systems into our new referral platform

Intuit inc.

Plano, TX - 4yrs 10months

Corporate Account Executive • December 2021–January 2023

At-Risk Retention Manager (Stretch Assignment)

- Negotiated with at-risk corporate clients to retain \$635K in annual recurring revenue (ARR) during CY 2022 while temporarily managing the At-Risk Tax Accounts program.

Corporate Account Executive

- 1st year-Managed a territory of 300 high-value tax and accounting clients valued at \$4M that utilize our Flagship Tax & Accounting Products (Lacerte, ProSeries, ProConnect Tax Online, QuickBooks Online)
- 2nd year-Managed 200+ corporate tax clients worth \$1.2M in recurring revenue to secure future renewals, coordinate resources, and upsell \$500K worth of annual recurring revenue

Strategic Account Manager • June 2019–December 2021

- Consulted with 200+ tax firm owners and executives to digitize operations during the pandemic, improving client efficiency and business continuity.
- Drove 92% annual renewal across a \$4M territory of 300 high-value tax and accounting clients.
- Conducted 30+ client meetings weekly, generating \$144K in new monthly subscription revenue.
- Partnered with cross-functional teams to create onboarding materials, reducing new hire ramp-up time and improving sales readiness for new graduates, sales associates, and strategic account managers.
- Launched an employee recognition program that increased participation by 142% and improved engagement sentiment from 47% to 92%, later adopted business-unit wide

Inside Sales Associate • April 2018–June 2019

- Achieved a 98% customer retention rate while driving add-on sales across professional product portfolios; recognized as Sales Associate of the Month three times for consistent high performance.
- Gained foundational knowledge of bookkeeping, tax preparation, and the sales lifecycle within the accounting industry.

EDUCATION

Bachelor of Administration-BBA, Management and Sales

Elon University • 2013-2018