

# Angela Sitiriche

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## PROFESSIONAL EXPERIENCE

### Canary Technologies Account Executive

August 2023-August 2024

- Developed demo and new hospitality partnership materials in collaboration with sales enablement to support growth initiatives.
- Partnered with leadership and customer success teams to identify and strategize cross-sell opportunities within the hospitality sector.
- Led a new market to achieve the highest cross-selling results, reaching 85% of targets across two quarters.
- Engaged potential clients with targeted qualifying questions to identify pain points and recommend tailored product solutions and ensure client satisfaction and retention.

### SPOTIO Account Executive

July 2022-August 2023

- Expertly qualified and managed a high volume of inbound leads, skillfully outsourcing and prioritizing business opportunities to consistently exceed monthly targets.
- Led product discovery sessions, delivered engaging product demonstrations, and provided targeted trainings to understand each prospective customer's unique business needs, effectively communicate product value, and collaboratively develop strategies to drive positive outcomes.
- Oversaw the entire sales cycle, from initiation to close, and optimized the onboarding process for all clients, resulting in increased client retention.
- Achieved a 35% average closing rate, consistently earning recognition as the top performer on the team across multiple quarters.

### Gartner Mid-Size Enterprise Account Executive

February 2022-July 2022

- Collaborated closely with both the onboarding team and upper management to enhance presentation skills, gaining a deeper understanding of C-level executives and their corporate objectives.
- Use strategic thinking to hypothesize mission-critical priorities and anticipate potential challenges, proactively identifying opportunities for growth and development.
- Managed and nurtured client relationships, identifying and addressing client needs, and delivering exceptional customer service to ensure client satisfaction and retention.

### Appfolio Mid-Market Business Development Representative

November 2020-February 2022

- Manage roughly 200 accounts, ranging from 500-1,500 units and leases. Engaged daily with C-suite executives to provide consultation and guidance on achieving the highest levels of profitability and efficiency for their businesses. Served as a team leader for the small and medium-sized business team. Generated the highest revenue and most opportunities created in the small and medium-size business team from Q1-Q3.
- Facilitated the deal cycle by working closely with Account Executives on discovery calls.
- Achieved 150% of quota from Q1-Q4 in the small and medium-size business space, as well as 200% of quota in the first month of my mid-market promotion in November.

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## EDUCATION

**University of North Texas**  
**Bachelor of Business Administration**  
University Program Council  
Real Estate Club Membership Director

**Collin College**  
**Associate of Arts**

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