

## Highlights of Experience

- **Enterprise Deal Exposure:** Supported a cross-functional sales team in qualifying and **closing a \$2M enterprise deal**, contributing to deal progression, technical validation, and customer alignment.
- **Startup Growth & Outbound Sales:** Drove early-stage growth through **cold outreach and outbound sales execution**, building pipeline while strengthening brand presence through web and social channels.
- **Learning Velocity & Academic Rigor:** Completed a Computer Science degree in half the standard timeframe while maintaining a 4.0 GPA, including select graduate-level coursework.
- **Execution Under Ambiguity:** Protected and stabilized a \$3M account by owning stakeholder alignment, scope control, and execution under continuously changing requirements.

## Experience

**Pioneer Engineering — Technical Sales Specialist****December 2024 – Present**

- Supported revenue generation through **early-stage discovery, cold outreach, and qualification** of enterprise pharmaceutical clients.
- Acted as the **primary customer-facing point of contact**, guiding conversations across business, operational, and technical stakeholders.
- **Requalified customer needs** and reset expectations to prevent deal risk, aligning scope with realistic timelines and budgets.
- Stabilized and protected a \$2M enterprise engagement after a failed implementation, completing delivery in one-third of the original timeline.
- Communicated deal risks, trade-offs, and progress to maintain account momentum and trust.
- Balanced customer expectations with internal capacity, cost controls, and reliability requirements.

**LocaMax Inc. — Project Manager****March 2021 – October 2023**

- **Owned client relationships** on a \$3M engagement, aligning scope, pricing, and timelines.
- Served as the **single point of accountability between the client and internal teams**.
- Identified deal risks early and **handled objections** to protect margins and timelines.
- Maintained daily stakeholder communication to preserve momentum.

**NeuWal — Business Development Representative****September 2020 – February 2021**

- Rebuilt the company website and communication systems, driving a **50% increase in inbound leads**.
- Designed lead capture and follow-up workflows to improve response time and conversion efficiency.
- Managed social media strategy to support pipeline generation, contributing close to **500 qualified leads**.
- Qualified inbound and outbound opportunities, including social media leads and **cold outreach** responses.

## Skills

**Sales & Business:** Lead Qualification & Discovery, Pipeline Development, Stakeholder & Executive Communication, Objection Handling, Deal Risk Management, Expectation Setting, Sales-to-Technical Alignment, Budget & Timeline Ownership

**Leadership:** Semi-Professional Soccer Player, Soccer Coach, Swimming Instructor, Personal Trainer, University Tutor

## Education

**Toronto Metropolitan University**

Bachelor of Science in Computer Science (Honours & Distinction) — 4.0 / 4.0 GPA

June 2025