

# Nick Welch

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## SUMMARY

Sales and account management leader with 10 years of experience driving growth in blockchain and enterprise software markets. Track record of scaling high-value customer relationships, closing complex deals, and exceeding revenue targets in both startup and enterprise settings.

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## EXPERIENCE

### Strategic Account Manager

Bequall

March 2025 – August 2025

- Co-developed and streamlined the go-to-market strategy from initial feasibility assessments to signed purchase orders.
- Secured two signed partners into Bequall's Partner Program, generating hundreds of qualified leads through co-marketing and referral activity.
- Closed three Site Evaluation Agreements, progressing toward Master Services Agreements with institutional investors and developers.

### Account Manager

Zeplin

July 2024 – November 2024

- Closed 3 Enterprise deals (\$30K+ ARR) within the ramp period, exceeding performance expectations and driving early-stage revenue.
- Set a new team benchmark by becoming the fastest rep to close an enterprise deal.
- Role concluded as part of a company-wide GTM team reduction

### Strategic Customer Success Manager

QuickNode

August 2022 – November 2023

- Founding Customer Success team member; developed core engagement strategies for onboarding, renewals, and churn mitigation.
- Renewed and expanded \$1M+ in ARR, consistently exceeding sales and retention goals.
- Awarded QuickNode's Q4 2022 Company Value Award for cross-functional impact and leadership.

### Senior Manager, Client Escalations

BlockFi

March 2021 – August 2022

- Implemented automated triage and root cause workflows in Client Services, reducing resolution time by over 50% and driving a 25% increase in App Store review ratings through improved customer experience.
- Led executive-level escalations via Zendesk, applying conflict resolution strategies to protect key client relationships.
- Hired, trained, and managed the first Escalation team member, establishing scalable processes and team infrastructure.

### Account Manager

Atlassian

August 2017 – March 2021

- Closed \$10M+ in renewals across cloud, data center, and server solutions, consistently exceeding targets
- Led OpsGenie integration post-acquisition, streamlining renewal and expansion processes as the Subject Matter Expert
- Awarded 'Top Dog' three times for consistently surpassing expansion goals.

### Account Executive

Fiksu

March 2015 – August 2017

- Generated \$300k+ in new business, consistently achieving and surpassing sales quota
  - Led and mentored a team of Sales Development Representatives and Co-ops, improving team performance and efficiency.
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## EDUCATION

### BS, Marketing Communications

Emerson College • 2015

- NCAA Division III Basketball