

# Camran Rynowecer

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## PROFESSIONAL EXPERIENCE

### Account Manager - Independent

*CarGurus, Cambridge, MA*

January 2019 to June 2022

- Own the entire sales cycle for a defined territory worth \$5m in ARR.
- Responsible for revenue generation and preservation through net new logos, upsells, cross sells, and retention
- Responsible for post-sale product implementation and training
- Acts as business process consultant for clients as needed
- 2021 performance: 102% of plan, top 30%
- 2020 performance: 83% of plan, (>160% of plan Q1 and Q4)
- 2019 performance: 120% of plan, top 20%

### Senior Account Executive - Independent

*CarGurus, Cambridge, MA*

October 2016 to December 2018

- Generate revenue via net new logos and limited upsells
- 2018 performance: 117% of plan, top 25%
- 2017 performance: 97% of plan, top 20%
- Served as resource for peers and managers on deal review, pricing, SFDC reporting and ad-hoc analyses.

### Account Executive – Independent

*CarGurus, Cambridge, MA*

April 2016 to September 2016

- Generated revenue via net new logos
- 2016 performance: 111% of plan, top 25%
- Salesperson of the Month June 2016;
- Lead entire acquisition team in KPI's (dials, talk time, demos) during tenure

### Sales Development Representative

*CarGurus, Cambridge, MA*

August 2015 to March 2016

- 2015 performance: 105% of plan
- Set Outbound SDR Team Revenue Record in March 2016 (\$18,000)
- Lead team in KPIs during tenure

### Technical Recruiter

*Daley and Associates, Boston, MA*

October 2014 to August 2015

- Sourced, screened, and coached candidates to place technical talent for contract and permanent roles.
- Performance: led team in all KPIs (on-sites, offers)

### Real Estate Agent/Team Lead

*Boardwalk Properties, Boston, MA*

May 2013 to October 2014

- Residential leasing and sales agent
- Assisted with hiring process of new employees.
- Performance: Top Agent of February 2014, March 2014 and August 2014

## SELECT PROJECTS

### Analysis of addressable market size in independent segment

May 2018

- Identified data issues impacting forecasting accuracy, quota attainment, and employee retention.
- Resulted in a 20% adjustment to Quotas and compensation plan revamp

### Designed wholistic pricing methodology within independent segment. A similar methodology eventually became the standard for the organization.

July 2017 to December 2018

- Defined process, criteria, and internal communication standards for pricing and deal review.
- Widely adopted amongst Independent Account Executives
- This pricing eventually became standard protocol at CarGurus

### Various Google Analytics within Sales Org

March 2020 to present

- Educated team of 14 AE's on google analytics basics, including key metrics, client account setup, and client account best practices (Q12022)
- Worked with Customer Success team to integrate Google Analytics into workflow
- Consulted clients on value of Google Analytics and helped numerous clients implement and use the technology

## SKILLS

Consultative Data-Driven Selling  
Salesforce Reports  
Microsoft Excel  
Google Analytics  
Looker

## EDUCATION

### BS Business Administration

Northeastern University  
December 2013