CERNICE ROBINSON

Sales Manager . Team Leadership . Enterprise Accounts . SaaS & Fintech

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18%	**32 pts**	**$4.2M+**	**120%+**
Churn Reduced	NPS Lift	ARR Protected	Quota (Groupon)

PROFESSIONAL SUMMARY

Ten years in sales and customer success, most of it in environments where a missed coaching conversation becomes a missed quota. At Groupon I ran a team of 18-20 inside sales reps, hitting 110%+ collective targets every quarter while personally closing at 120%+. That was a high-volume, SaaS-model fintech-adjacent environment and it shaped how I think about managing people: daily metrics reviews that actually change behavior, honest feedback that lands, and real accountability without burning people out. Since then I have led enterprise sales programs at Fortune 500 level, built CS infrastructure from scratch, and managed remote BPO teams across 40+ accounts. MS in Business Analytics from Syracuse. Lean Six Sigma Green Belt. I know ARR, NRR, churn risk, and health scoring because I have had to defend those numbers to C-suite leadership. Now looking to bring all of it to a fintech sales leadership role worth building.

PROFESSIONAL EXPERIENCE

Sales Manager . Global Market Foods (Formerly Ziyad Brothers) . Feb 2024 – Present

Enterprise CPG . Fortune 500 accounts . 200+ client portfolio . Remote/Bolingbrook IL

- Manage a team of 4 associates and 2 ops coordinators. Run weekly 1:1s, KPI scorecards, and monthly calibration sessions. Team SLA compliance went from 74% to 96% in under two quarters by tightening accountability, not adding headcount.
- Own 200+ enterprise accounts including Walmart, Kroger, Jewel-Osco, Meijer, Safeway, and Albertsons. Full lifecycle from onboarding to renewal. Protected $4.2M in at-risk ARR through early signal detection and targeted recovery plays.
- Built Tableau and Excel dashboards using SaaS and fintech-standard reporting: NPS, CSAT, health scores, engagement velocity, renewal risk. Leadership gets real visibility, not just good-looking month-end numbers.
- Diagnosed a recurring Sales-Ops misalignment around promotional launches, identified three root causes, deployed a handoff template and shared dashboard. Escalation volume dropped 41% and the account expanded the following quarter.

Sr. Business Analyst & Client Ops Manager . Ziyad Brothers Importing . Oct 2022 – Feb 2024

Data systems architecture . KPI frameworks . Revenue analytics . Cicero IL

- Built the KPI frameworks, health score thresholds, churn risk triggers, and engagement benchmarks that became the foundation of the 2024 enterprise sales program.
- ROI dashboards cut revenue leakage 9%, improved forecast accuracy 34%, and supported 21% YoY growth through better demand planning.
- Lean Six Sigma-led workflow redesign cut average issue resolution time 22%.

Customer Success Manager, Remote BPO . ACD Direct | A Call Away Staffing . May 2020 – Aug 2023

40+ accounts . Remote team of 8 . Hammond IN / Remote

- Hired and built a remote team of 8 from scratch. Onboarding curriculum, QA rubrics, and performance dashboards reduced new hire ramp time 35%.

CORE SKILLS

- Sales Team Leadership & AE/BDR Coaching
- Performance Management & PIPs
- Quota Attainment & Revenue Execution
- KPI Reporting & Sales Analytics
- Inside Sales Operations & Cadence Mgmt
- SaaS & Fintech Metrics: ARR, NRR, Churn
- CRM: Salesforce, Gainsight, HubSpot
- Tableau, SQL, Excel, Power Automate
- Cross-Functional Alignment
- Enterprise Account Strategy
- BPO & Remote Team Management
- Executive Reporting & Dashboards

EDUCATION

MS, Business Analytics
Syracuse University
Quantitative methods, predictive modeling, data strategy

BA, Business Administration
Purdue University

CERTIFICATIONS

- Lean Six Sigma Green Belt
- Google Data Analytics
- Women in Leadership
- Frontline Management
- Series 6 & 7
- CompTIA A+

KEY NUMBERS

$4.2M+
ARR protected from churn

120%+

- Behavioral signal tracking across 40+ accounts caught at-risk clients 60+ days before renewal. Resolved 89% of issues pre-escalation. Retention improved 27%.
- Formal Sales-to-CS handoff protocol reduced transition-related churn 19% in the first six months.

Account Executive & Client Relationship Mgr . OnePoint Logistics . *Aug 2019 – Feb 2020*
Freight & 3PL . Chicago IL

- Grew managed account portfolio 22% through consultative needs assessment and getting ahead of issues before clients had to raise them.

Sales Team Lead & Sr. Account Executive . Groupon . *Apr 2016 – May 2019*
High-velocity inside sales . SaaS-model fintech platform . Team of 18-20 AEs . Chicago IL

- Led 18-20 inside sales reps on one of the more demanding sales floors in Chicago tech. Daily stand-ups, call quality reviews, individual development plans. Team hit 110%+ of collective revenue targets every quarter.
- Closed at 120%+ personally while managing the team full-time. Running both at once is hard. It also showed me what reps actually need from a manager versus what managers think they need.
- Performance management here was real: tracked dials, connects, pipeline velocity, and close rates in CRM and used that data in every 1:1. Addressed underperformance early, with specifics. Several reps went from struggling to promoted.
- Managed 80+ active merchant accounts alongside team leadership: monthly reviews, escalations, upsell identification. Revenue grew through structured account planning.

Personal quota at Groupon

110%+
Team quota, every quarter

74% to 96%
SLA compliance improvement

35%
Faster new hire ramp

41%
Drop in escalation volume