

## Drew Cleaver

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## PROFESSIONAL SUMMARY

Lifelong racing driver that began closing karting sponsorships at 13 years old before becoming a quota-carrying B2B **Account Manager / Account Executive** with 8+ years of experience owning territories, growing key accounts, and driving multi-million-dollar revenue across complex technical solutions.

Previously managed **\$200M+ in enterprise energy services accounts**, negotiated and **closed \$100M+** in long-term contracts before bringing a dorm room idea to market for 10 years, now pivoting to cybersecurity SaaS.

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## PROFESSIONAL EXPERIENCE

### Co-Founder – Head of Sales & Marketing — *HigherHangers.com*

Austin, Texas USA · 03/2015–Present

- As a six-figure SMB SaaS customer, **evaluated hundreds of SaaS pitches and trials** across ERP, inventory, marketing, CX, & team collaboration, developing an intuition for effective demos and onboarding from the **buyer's perspective**.
  - Built a seven-figure D2C CPG e-commerce brand from a **patented dorm-room idea to 30,000+ customers in 40+ countries** via Shopify, Amazon FBA/FBM, and wholesale/retail 3PL channels > \$100 AOV.
  - Owned full revenue P&L and commercial GTM strategy (Top 1% all-time Kickstarter campaign)
  - Led and **managed a fully remote network of 10+ expert consultants and vendors** (accounting, ops, creative, ads, customer support, logistics, SaaS) to deliver world-class service and on-time fulfillment.
  - Consulted startup founders on GTM, positioning, and early sales motion, helping them translate product value into commercial wins and scalable best practices.
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### Account Executive – Mid-Market Energy Services — *Weatherford International* (WFRD)

Denver, Colorado · 08/2012–03/2015

- Opened a **new Rocky Mountain territory** and ran full-cycle **sales** into downtown energy operators, from cold outreach to close to post-sale expansion and contract renewal.
  - Closed **\$75M+ in long-term service contracts** by building multi-threaded relationships with internal operations leaders, engineers, and executives, and positioning Weatherford as a strategic ROI partner.
  - Grew territory net profit from **< \$1M to > \$10M in one year** by shifting the mix toward premium, higher-margin solutions and structuring deals around data-driven case studies with measurable ROI and risk reduction.
  - **Trained** coworkers and sales managers on **Salesforce CRM** to build and manage pipeline, forecast revenue, and report performance; **Won global \$10k Salesforce utilization competition** for exemplary deal tracking through contract award.
  - **Trusted with full expense-account autonomy** to design and host **VIP hospitality** for UHNW and C-suite customers in NFL/MLB/NHL/NBA suites and tailgates, routinely leading volunteer staff-catered events for **hundreds of guests**.
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## Account Manager – Enterprise Energy Services — *Baker Hughes Company* (BKR)

Houston, Texas · 01/2011–08/2012

- Started in a new-logo role and quickly grew into managing a portfolio of \$200M+ in annual revenue across 20+ enterprise accounts, driving renewals and additional project wins across multiple product lines.
- Closed **\$25M+ new multi-product line projects** by coordinating proposals, negotiating commercial terms, and aligning engineering and field teams to deliver successful outcomes.
- Built the **most profitable cementing customer in Texas from \$0** through strategic research and development.
- Developed a SharePoint-based asset reporting tool for **\$1B+ of capital equipment**, reducing report time ~80% for 20+ operations managers and **improving transparency for CEO**.
- Collaborated closely with finance & customer AP to keep aging receivables clean, proactively resolving invoice disputes and preventing 90+ day balances across key accounts with exceptional DSO.
- **Graduate of Baker Hughes Sales Academy**; 6-month technical engineering & sales classroom + field operations training program; mentored graduates on complex deal structuring, field collaboration, MEDICC / MEDDPICC.

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## ADDITIONAL EXPERIENCE

### Technical Sales Representative – Custom CNC Oil Country Tubular Goods (OCTG) — *Stewart Tubular Products*

Houston, Texas · 2010–2011

### Inside & Outside Sales – SMB Account Executive – Energy & Industrial OEMs — *Fastenal Company* (EAST)

Houston, Texas & Northwest, Arkansas · 2008–2010

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## EDUCATION

### Bachelor of Science – Business Management

**John Brown University**, Siloam Springs, Arkansas

- Winner, D.W. Reynolds Governor's Cup Tri-State Business Plan Competition (first in university history)
- Completed degree in 6 semesters while working 20–60 hours/week; served as **Club Baseball President**.

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## AWARDS & ADDITIONAL

- **Top 1% all-time Kickstarter** revenue campaign for Higher Hangers; delivered product in under 90 days with no debt.
- Winner, **Bed Bath & Beyond Innovative Dorm Room Product** search; coverage in The Washington Post, NBC 9News, Designboom, Wall Street Journal, and other outlets. Casting called for *ABC's Shark Tank*
- Open to **hybrid or on-site in Austin**; willing to travel to customer sites and events, open to US & global relocation.
- Interests: endurance sportscar racing, karting, writing, yoga, skiing, golf.

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## SKILLS

Net-new logo acquisition; Full sales cycle (end-to-end sales) leadership; Startup SaaS; Pipeline generation & outbound prospecting; MEDDIC / MEDDPICC / Challenger methodology; Consultative / solution selling; Cross-functional collaboration; Salesforce CRM & sales stack proficiency; Personal cybersecurity; Value-based selling / ROI & business case; Quota attainment & exceeding targets; Enterprise / complex technical sales; Executive synthesis communication & C-suite engagement; Territory & account planning; Forecasting & pipeline hygiene; Negotiation & contract management; Pipeline metrics & KPIs (ARR, ACV, quota); Cross-selling & upsell / land-and-expand; Discovery & qualification; Collaboration with channel partners; Growth mindset & learning; Account management; DSO Collections