

# TYLER LEE

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**OBJECTIVE:** Seeking employment for applied position.

**RELEVANT SKILL SET:**

SaaS Sales	Channel Sales
Strategic Partnerships	Long Term / Short Term Sales Cycle
Onsite Sales	Inside Sales
Private Sector Sales	Public Sector Sales

**EXPERIENCE:**

**New Business Representative**  
***PolicyStat, Carmel, IN***

**7/2016 – Present**

- Identified sales opportunities through direct prospecting, lead follow up, and networking
- Developed and maintain an effective business, sales, and marketing plan for assigned territory
- Hit quota in first two quarters of joining the sales team
- Presented and demonstrated the PolicyStat solution to qualified prospects
- Managed a virtual sales process through qualification, needs analysis, product demonstration, negotiation, and close
- Delivered product demonstrations: discuss the prospect's needs, identify their requirements, and prepare custom demonstrations as appropriate
- Developed and maintained my territory, marketplace, competitive offerings, and other business issues relevant to the position
- Documented daily sales activities in our CRM tool, prepared accurate reports and forecasts, managed pipeline, and performed other tasks necessary to drive sales revenue and communicated activities to sales management
- Worked both long and short sales cycles selling the same platform
- Sold to primarily Healthcare, Financial Institutions, and Universities
- Helped grow out new markets and created pre pipeline to close of new segments of existing markets

**Commercial Sales Representative**  
***Return Path Inc. , Indianapolis, IN***

**1/2016 - 6/2016**

- Built and managed a pipeline of prospects from a territory covering 7+ states, selling multi suite SaaS platform
- Aggressively developed own prospects and pipeline
- Exceeded assigned sales quotas and quarterly targets ~ \$75k/qtr.
- Intensive one-month international training program that included a broad look into of the market, company and SaaS overall
- Sold product as stand-alone SaaS solution and also with partners as add on integration within their platforms, primarily with Salesforce Marketing Cloud
- Developed and executed a cold/warm calling strategy to target key prospects
- Connected prospects' business need with a Return Path product and service. Primary focus on Email Optimization.

- Wrote effective proposals, which addressed the needs of the prospects and outlined a profitable solution for both prospects and Return Path.
- Presented proposals to clients primarily through web demonstrations
- Worked on a daily basis with Salesforce CRM to track prospects. Also used Salesforce CRM to measure KPI's and team quota sales goals in weekly meetings
- Negotiated pricing and contract terms for long-term relationships, within short term sales cycles
- Worked closely with channel partners, mainly Salesforce Marketing Cloud. ~ 60% of sales generated came through channel partners. Working and meeting with them on a daily basis

**Senior Account Executive**  
**DoubleMap Inc. , Indianapolis, IN**

**12/2012 – 12/2015**

- Sold DoubleMap to 150+ accounts including Stanford University, Orlando LYNX, City of Columbia, NBC/Universal, Apple, and Capital One
- One of first three hires and helped to work the company to grow to 70+ current employees with over 200 clients
- Introduced DoubleMap SaaS solution 40+ yr old market where the model did not exist
- Prospected cold and warm leads to generate \$2M+ in less than three years. From first touch to close
- Exceeded \$250k quota for 6 straight quarters (first touch to close)
- Managed 3-6 month sales cycle, sometime longer with public sector clients
- Represented DoubleMap at 100+ conference and trade shows
- Ran web-based and in-person demonstrations on a daily basis
- Primary AE for year and a half. Flying to new territory of the country each week to meet, present and sell face to with prospects.
- Hired, trained, and managed Inside Sales Team while also managing own sales quota
- Built strong strategic partnerships to gain competitive advantages both in sales and operations
- Worked in tandem with clients and DoubleMap team on software designs and builds on a weekly basis

**Operations Manger**  
**Chexology Inc. , Indianapolis, IN – featured on the hit TV show “Shark Tank”**

**03/2012 - 11/2012**

- Built and managed a new sales territory for company with small market presence
- Created business partnerships
- Helped brand, market and sell products/vision to Venture funds
- Ran daily operations, which included managing 10+ employees in three cities
- Responsible for lead generation as well as new market verticals

**EDUCATION:**

Indiana University  
 B.A. Media & Public Affairs

**8/2007 - 5/2011**