

Justin Schultz

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Experience

Akerna Corp - Remote

April 2020 - Present

Sales/Onboarding Business Consultant

May 2022 - Present

- Discover, strategize, and execute pre and post-sales demos and onboarding projects, working cross-functionally with Sales, Customer Success, and Product.
- Developed onboarding customer journey, including training program, user how-to-videos, and customer-facing task management program yielding higher Onboarding CSAT & reducing time to launch by 25%.
- Built internal sales and onboarding training program to drive consistency and accuracy in all new implementation projects.
- Provide professional services for top clients to increase retention, product adoption, and ensure the successful completion of complex implementation projects.

Sales Engineer -Trellis/MJPlatform

April 2020 - May 2022

- Prepare and present technical customer presentations to demonstrate the value of our seed-to-sale software solutions, aiding in the successful close of 157 new sales and \$557K ARR.
- Collaborate with cross-functional teams (sales, product, onboarding, customer support) to ensure prospects and customers are set up for success and aligned with the offering that best meets their needs.

Trellis - Remote

Oct. 2019 - April 2020

Senior Account Executive

- Built prospecting and sales processes from the ground up to create efficiency and refocus over 50hrs/mo to revenue generating activities.
- Lead all prospecting and sales efforts for the company across the US, Canada, Australia, and South Africa.
- Close Win rate 26%

Green Bits, Inc. - Portland, Oregon Area

Sept. 2017 - Sept. 2019

Account Executive

April 2019 - Sept. 2019

- Work with cannabis retailers on wholesale procurement to assist customer evaluation
- Green Bits ability to solve their business challenges related to:

Sr. Business Development

Sept. 2017 - Mar. 2019

- Established as the first Sales Development Rep
- Execute Discovery by helping customers evaluate Green Bits ability to solve their business challenges related to: Product intake Inventory management, Menu management, Point of sale, Patient check-in, Seed-to-sale tracking/compliance
- Focused on working with emerging markets like CA, MI, NV, and MT as their states roll out seed-to-sale tracking framework
- Sales Activity:
- Attend cannabis events to promote and educate prospects on our product

DelteK

Sales Development Representative
2017

February 2016 - September

Portland, Oregon Area

Work with architecture and engineering firms, by engaging in educational conversations around their business process to discover the positive impacts on their business relative to adopting industry-specific solutions and best practices.

- Pipeline development
- Lead qualification
- Sales training
- Time management
- Cold prospecting

Education

Arkansas Tech University

Bachelor of Science and Business Administration, Marketing/Marketing
Management, General (2011 - 2015)
Dardanelle High School (2008 - 2011)