

Kevin Kiprono

Sales Manager, EMEA | SaaS Sales Leadership | Revenue Growth & Team Enablement

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Professional Summary

Dynamic and results-oriented **Sales Manager** with **over 5 years of SaaS sales and leadership experience** across the **EMEA region**. Skilled in building and leading high-performing sales teams, driving predictable revenue growth, and executing structured sales processes using the **MEDDIC** framework. Experienced in managing complex mid-market sales cycles, improving pipeline accuracy, and collaborating cross-functionally with Marketing, Operations, and Product to deliver measurable business impact. Passionate about developing people, scaling teams, and fostering a culture of growth and accountability.

Professional Experience

Sales Manager, EMEA

BrightSmile Company (SaaS Platform) – Remote | Mar 2023 – Present

- Lead and coach a team of six Account Executives and SDRs across EMEA to consistently achieve and exceed quotas.
- Develop and execute scalable sales strategies targeting mid-market and high-velocity SaaS deals.
- Conduct weekly pipeline reviews to maintain forecasting accuracy and CRM data integrity.
- Implement and enforce the **MEDDIC qualification methodology** to improve deal conversion rates and forecast reliability.
- Partner closely with **Sales Operations, Marketing, and Product** to streamline processes and align go-to-market strategies.
- Foster professional growth through regular 1:1 coaching, performance reviews, and tailored development plans.

Key Achievements:

- Drove **20% year-over-year revenue growth** through strategic pipeline management and team enablement.
- Shortened the average sales cycle by **15%** through consistent use of MEDDIC and structured deal reviews.

Business Development Manager

Pivitive Company – Remote | Jan 2021 – Feb 2023

- Managed outbound prospecting, lead qualification, and pipeline creation for mid-market SaaS opportunities.
- Delivered **15–20 qualified meetings per month** with C-level executives and decision-makers.
- Collaborated with Account Executives to optimize **lead handoff and MQL-to-SQL conversion** processes.
- Analyzed outreach performance and refined email/sequence cadences to improve engagement and response rates.

Key Achievements:

- Contributed over **\$500K in qualified pipeline** and increased conversion efficiency by 12%.
- Recognized for top quarterly performance in outbound sales execution.

Sales Development Representative

NextGen Systems – Remote | Jan 2020 – Dec 2020

- Conducted outbound prospecting via email and cold calls, identifying qualified SaaS opportunities.
- Supported Account Executives in scheduling demos and managing early-stage opportunities.
- Maintained consistent CRM hygiene and pipeline visibility for accurate sales reporting.

Key Achievements:

- Surpassed individual quota by **120%** for three consecutive quarters.
- Ranked among the top 3 SDRs in EMEA for lead quality and conversion rates.

Education

Bachelor of Science in Computer Science

Gretsa University, Kenya | Graduated 2020

Certifications

- **MEDDIC Sales Qualification Framework** – Pavilion
- **HubSpot Sales Software Certification** – HubSpot Academy
- **Strategic Sales Management** – LinkedIn Learning
- **Salesforce Sales Cloud Consultant** – Salesforce

Core Skills

Functional Competencies

- SaaS Sales Leadership & Team Management
- EMEA Market Development & Expansion
- Sales Strategy, Forecasting & Pipeline Management
- MEDDIC Qualification Methodology
- Revenue Growth & Quota Achievement
- Cross-Functional Collaboration (Sales, Marketing, Ops)
- Performance Coaching & Professional Development
- Data-Driven Sales Execution & Reporting
- CRM Hygiene & Sales Process Optimization

- Relationship Building & Stakeholder Management
- Deal Structuring, Negotiation & Closing

Technical Tools

- **CRM Systems:** Salesforce, HubSpot
- **Sales Engagement:** Salesloft, Outreach, Mailshake
- **Analytics & Forecasting:** Google Sheets, Excel, Data Studio
- **Collaboration Tools:** Slack, Zoom, Asana, Trello
- **Productivity Suites:** Google Workspace, Microsoft Office