

# Kofi Mensah Taylor-Hayford

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## OBJECTIVE

Seeking a client-facing role to use my skills in new business development, relationship building, strategic account management, and creative problem solving to address customer pain points and drive successful long-term revenue growth as a seasoned B2B tech sales executive with experience successfully leading enterprise software sales at emerging and established technology companies.

## RELATED EXPERIENCE

**Bevy** New York, NY  
**Account Executive** March 2021 – Present  
*Hunt and close new accounts to grow client base through prospecting for new meetings, tapping my network, and activity by SDRs.*

- Quickly ramped up and learnt a new industry and market within 35 days and started taking customer-facing calls
- Worked collaboratively with team members to execute account targeting strategy and build pipeline

**DICTIONBUDDY** New York, NY  
**Co-Founder** Sept. 2018 – Present  
*Establish and grow client base for a mobile app that provides access to affordable language training resources for opera singers.*

- Grew subscribers over 200% from Q4 '19 to Q1 '20. Over 50% growth Q3 '20 – Q4 '20
- Secured our first institutional client partnerships with Mannes School of Music, University of Michigan, University of Kentucky, Lewis & Clark College, and others - introducing our product to the growing student market.
- Developed strategy and executed creative for several promotions on Facebook & Instagram achieving significant engagement and over 10% purchase conversion rate and established key partnerships with major national organizations.
- Led technology and commercial strategy including product roadmap, backend systems, product design, pricing, marketing, and sales.

**DATA CORE SOFTWARE** New York, NY  
**Sales Director – Northeast & Canada** Feb. 2017 – Aug. 2018  
*Secured new accounts and grew existing business for leading provider of software-defined storage and SAN virtualization technology.*

- Achieved 100% quota attainment as MaxParallel Sales Director.
- Acquired 150% more net new customers in 2017 YOY for software-defined storage products.
- Selected for strategic team responsible for developing the go-to-market strategy for new cloud-oriented product (MaxParallel)

**BMC SOFTWARE** New York, NY  
**Sr. BDR, North East & GOSI** May 2015 – Mar. 2016  
*Led relationship building and revenue growth efforts for key customer accounts including IBM, Xerox, Fujitsu and WiPro.*

- Created and drove over 10 pipeline generation campaigns to identify new opportunities for BMC IT Service Management products
- Created over \$750K net new sales pipeline in new and existing Global Outsourcer & System Integrator accounts
- Effectively leveraged DiscoverOrg, LinkedIn, and other tools for lead generation and new customer acquisition

**BMC Partner Account Manager – VARs** Dec. 2013 – Apr. 2015  
*Led relationships and expanded product use with emerging partner accounts.*

- Recognized as a top performer for FY 2015 and received a salary increase within first 6 months
- Increased CFS Consulting partner account's license bookings from \$0 to \$400K within first 12 months
- Boosted BMC partner GSS InfoTech's license bookings by more than 200% YOY (from \$400K to \$1.2 M)

**INGRAM MICRO** Buffalo, NY  
**Channel Account Specialist, Various Software Vendor** May 2011 – Aug. 2013  
*Managed and grew business relationships between Ingram Micro, resellers, and various software vendors including Acronis, BMC Software, Google LANDesk, and Comtrade.*

- Worked with 10 software vendors and over 100 resellers in total
- Achieved 174% of quota in 2012, reflecting a 90% growth YOY resulting in a promotion
- Posted continued growth for Q1 2013 for DataCore Software at 100% YOY

## EDUCATION

**University at Buffalo, College of Arts and Sciences** Buffalo, NY  
Bachelor of Arts – Music 2009  
**Columbia Engineering Full Stack Coding Bootcamp** Virtual, Completed April 2021

## SKILLS & INTERESTS

**Skills:** Enterprise Software Sales, Customer Acquisition, Pipeline Generation, Account Management, Channel Sales, Marketing Programs & Events, RFP Response, Microsoft Office, Salesforce, Public Speaking, Full Stack Coding (MERN), Git, Heroku, Visual Studio Code  
**Certifications:** Mandel Presentation Skills, BMC Sales Foundation 1&2, DataCore Certified Sales Professional & Solutions Architect  
**Languages:** English & Native Fante (Ghana) – Fluent; French – Intermediate