

Pamela Roes

Princeton, NJ Area

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IT Account Executive

Highly motivated, dynamic, Sales & Marketing leader with 15+ years' success leveraging passion for Customer Experience, technology, and innovative strategies to drive sales and competitive market position.

— Areas of Expertise

IT ENTERPRISE SOLUTIONS SALES • SAAS • PAYMENTS • B2B INTEGRATION • MANAGED FILE TRANSFER (MFT) • API MGT PLATFORM • SOLUTION SELLING • MARKETING AUTOMATION TECHNOLOGY • CUSTOMER EXPERIENCE CHAMPION • MARKET RESEARCH & INSIGHTS • SOCIAL MEDIA • CONTENT WRITER • VENDOR MANAGEMENT • STAKEHOLDER ENGAGEMENT • E-COMMERCE • DEMANDGEN, & ACCOUNT-BASED MARKETING TOOLS/INTELLIGENCE • DISCOVERORG PARTNER • AGILE METHODOLOGIES • DATA ANALYTICS

Professional Experience

Vision & Voice Communications - Pennington, NJ

Marketing & Sales Consultant -2018 to Present

- Salesforce Admin/Data Management, Content Writing, Social Media Program Management, SMB DemandGen & ABM Strategies, Business Development Campaigns, and Events.

AXWAY – PHOENIX, AZ (REMOTE)

Account Executive, 2016 – 2017

- Exceeded competitive sales quota and drove generation of \$1.6M pipeline in 2017
- Successfully increased reach and sales with Mid-market and Enterprise Supply Chain, Emerging Industries, and Government accounts. Initiated opportunities for Pharmaceutical Serialization solution.
- Knowledgeable about API Management Platforms, Dev Ops, Managed File Transfer (MFT), B2B Integration, Mobile App Development, and Data Analytic Tools

Bridge Solutions Group (IBM Premier Partner) – Fort Lee, NJ (Remote)

Account Executive, 2014 - 2015

- Cultivated and grew IBM & JDA partner alliances with key clients to build \$1M pipeline in new business.
- Created and launched new business strategies for IBM e-commerce, Managed File Transfer (MTF), and B2B integration software and services.
- Designed co-marketing strategy to increase partner engagement and capitalize on emerging industry trends.

Hiperos – Branchburg, NJ

Account Executive, 2013 – 2014

- Sold Vendor Management SaaS solution including payments tracking and analytics.
- Directed go-to-market strategy for mid-market banking clients.

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- Proactively identified and accessed new market opportunities, defined target accounts and key prospects, and created messaging campaigns.
- Served in key role as Customer Success Liaison, generating successful relationships with account stakeholders and banking associations as well as third party SaaS vendors.

Vision & Voice Communications – Princeton, NJ

Marketing Consultant, 2011 – 2014

- Led multiple projects including SaaS Start-up Partner Development, Direct Marketing, and Content Management strategy for Brand Research Agency.
- Orchestrated total rebranding and overhaul of social media strategy for non-profit clients. Content Writer.
- Managed design, launch, and execution of multiple Market Research Projects.
- Directed all aspects of Embedded AGILE Methodology Coaching, achieving \$175K in sales of coaching strategy and methodology across product development teams for NBC and Comcast.

Sterling Commerce (an IBM company) – Dublin, OH (Remote)

Senior Inside Sales & Strategic Account Manager, 2004 – 2010

- Achieved results through strategic relationships and world-class customer experience, driving +\$21M in 2009, \$1.3M Costco contract, \$200K in quarterly revenue from MFT sales, and \$12M in annual maintenance.
- Collaborated directly with legal team, leveraging competitive intelligence and negotiation skills to structure win-win agreements.
- Served as primary POC for +250 Enterprise e-commerce clients, retail accounts, and major financial institutions.
- Engaged potential and existing customers and communities through strategic calls, webinars, and live events.
- Slashed sales cycle through coordination of customer-facing calls with multi-disciplinary billing, legal, and engineering teams.

Additional experience as Senior Account Executive, Strategic Account management, and Marketing Research Project Manager for GFK Research, Opinion Research, and Information Security Start-Up.

Education and Training

Bachelor of Arts in Communication & Philosophy

Boston College – Chestnut Hill, MA

Professional Development:

DiscoverOrg Sales Certified Partner 2018

Solution Selling, Axway, 2017

Community Management Certification, Lithium, 2013

Agile Software Development Training, Agile NYC/GearStream, 2012

Video & Social Media Master Class, 2011 Social Media Marketing Certification, Social Media University, 2010