

## Om Prajapati

Account Executive with 6+ Years Experience in Full-cycle SaaS sales for AI Solutions & Fintech Suites  
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### CAREER HIGHLIGHTS

- **Crushed quota at Promotus for 5 years, breaking into untapped verticals** (e-commerce & nonprofit) that now support dedicated teams. Founded a messaging committee to enable new reps with vertical-specific value selling.
- **Self-sourced the vast majority of pipeline throughout my career** via cold outbound outreach, partner-led introductions, and personal relationships.
- Handpicked by executives to **lead AI-driven prospecting and territory planning trainings** across Tipalti's Vancouver office, upskilling GTM teams on targeting, sequencing, and strategic territory management.
- **Consulted newly funded startups on GTM planning**, helping lay the foundation for early commercial traction.

### EXPERIENCE

#### Account Executive II, Tipalti

April 2024 - July 2025

Finance Automation Platform | (WA, ND, SD, NM, IA)

- **Self-Sourced Pipeline Generation:** Consistently sourced 60–70% of quarterly qualified pipeline by systematically nurturing high-value accounts within a defined ICP of global multi-entity companies. Built trusted relationships with finance executives through disciplined multi-channel outreach, delivering 4+ qualified opportunities per quarter.
- **Complex Deal Orchestration:** Managed multi-threaded sales cycles engaging 4–7 stakeholders per opportunity, leveraging off-cycle calls to align competing priorities across Finance, IT, and Procurement teams. Crafted ROI-driven business cases tailored to each department's KPIs, successfully navigating technical and organizational requirements through 2–6 month evaluation periods.
- **Alliance-Driven Revenue:** Generated 25% of pipeline via strategic partnerships with NetSuite consulting firms, leveraging their client networks to accelerate market penetration. Sold partner-built integrations as a key differentiator.

#### Account Executive, Promotus.ai

February 2019 - February 2024

AI/ML Marketing Solutions | Mid-Market Territory (CA, OR, WA, ID)

- **Consistent Quota Overachievement:**
  - 2023: 160% Quota Attainment // \$720K
  - 2022: 110% Quota Attainment // \$495K
  - 2021: 135% Quota Attainment // \$608K
  - 2020: 90% Quota Attainment // \$406K (Ramping)
  - 2019: 200% Quota Attainment // 143 Qualified Opportunities (BDR)
- **Mid-Market Deal Excellence:** Orchestrated complex AI/ML implementations for growing mid-market accounts. Partnered with Sales Engineers on 350+ technical demonstrations, achieving ~30% demo-to-close conversion rate through consultative discovery.
- **Sales Operations Excellence:** Championed adoption of Outreach.io across the organization, building targeted sequences that increased response rates by 20% for e-commerce and NGO verticals through industry-specific messaging. Optimized Salesforce workflows and maintained meticulous pipeline hygiene with 2.5x coverage consistently and ~90% forecast accuracy.

#### Digital Marketing Manager, MIT's International Science & Technology Initiative

2018 - 2019

- Orchestrated flagship technology conferences attracting 1,000+ participants while cultivating strategic relationships with Fortune 500 technology partners.

### EDUCATION

University of Guelph | Studied Towards Mathematics & Marketing Management

### CORE COMPETENCIES

**Sales Methodologies & Execution:** Winning by Design | MEDDIC | SPICED | Challenger Sales | Consultative Selling | Multi-Threading | Executive Stakeholder Engagement | Strategic Account Planning | Complex Enterprise Sales

**Sales Technology & Analytics:** Salesforce CRM | Clari | Outreach.io | LinkedIn Sales Navigator | ZoomInfo | Gong | 6sense | Sales Enablement Platforms | Pipeline Management | Forecasting Accuracy

**Leadership & Go-To-Market Strategy:** Alliance Development | Partner Co-Selling | Sales Enablement & Training | Territory Planning & Management | Revenue Operations | Cross-Functional Collaboration | GTM Strategy | Team Leadership