

Diego Romero

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SALES CAREER HIGHLIGHTS

- 7+ years of B2B technical sales experience with 120% career quota attainment at Databricks, UXPin, and Census.
 - The #1 Commercial AE at Census, closed Census' largest deal and won "Pace Setter" and "Heavy Lifter" awards.
 - Career 117% NRR and 95% renewal rate managing the entire customer lifecycle from prospect to close to renewal.
 - Sold to CTOs, Data, Engineering, Marketing, and RevOps teams at mid-market and mid-enterprise companies.
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PROFESSIONAL EXPERIENCE

Commercial Account Executive, Census - San Francisco, CA

January 2022 – May 2023

Responsible for customer acquisition, growth, and retention across the global commercial and enterprise sectors.

- **Revenue Growth:** Drove \$763K closed ARR in 2022 through customer acquisition, growth, and retention.
- **Achievements:** Closed Census' largest deal, was the #1 commercial AE in 2022 and Won the "Pace Setter" and "Heavy Lifter" awards.
- **Deal Execution:** Managed complex sales cycles, leading POCs, building business cases, structuring, negotiating, and executing contracts across stakeholders in Data, Marketing, RevOps, Security, and Finance.
- **Product-Led Sales:** Drove a product-led sales motion where I upsold the company's first deal from our free tier to our enterprise tier.
- **Account Management:** Managed the entire customer life cycle with a land-and-expand strategy, developed and executed account growth strategies, and drove 126% NRR and a 97% renewal rate.
- **Pipeline Generation:** Sourced sales opportunities through prospecting, and creative multi-channel outreach, which led to 60% of total pipeline generation and 3.5x pipeline coverage.

Sole Proprietor - San Jose, CA

June 2019 - October 2021

Career break where I became a sole proprietor to help care for family members and worked on the following:

- **Consulting:** Provided GTM strategy consulting, including sales process and outbound strategy development.
- **Entrepreneurship:** Built and exited a local remote cleaning company called MaidSimply.
- **Coaching:** Basketball coach at Cristo Rey High, developed student-athletes from underserved communities.

Mid-Market Account Executive, UXPin - Mountain View, CA

March 2017 – April 2019

Responsible for customer acquisition, growth, and retention across the North American mid-market sector.

- **Achievements:** Onboarded 33 new logos in 2018, achieving 124% of quota.
- **Deal Execution:** Led the full sales process, identifying new opportunities, leading POCs, structuring, negotiating, and executing commercial agreements across stakeholders in Design, Engineering, Security, and Finance.
- **Pipeline Generation:** Sourced 65% of total pipeline through prospecting and multi-channel outbound, driving 4x pipeline coverage.
- **Account Management:** Managed the entire customer life cycle, tracked usage, provided product enablement, fostered strong communication and collaboration, and drove 108% of NRR and a 93% renewal rate.

Sales Development Representative, Databricks - San Francisco, CA

November 2015 – March 2017

Founding SDR responsible for developing inbound and outbound processes, and pipeline generation.

- **Achievements:** 136% quota attainment and sourced >\$2.5M in pipeline and >\$1.4m in closed ARR.
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SKILLS

Full Sales Cycle Management, Value-Based Selling, Prospecting, Pipeline Generation, Account Management, Account Expansion, Inbound Sales, CRM Hygiene, Relationship Management, Pipeline Management, Forecasting, Upselling, Contract Structuring, Negotiation, Technical Sales, Cold Calling, Winning By Design, Spin Selling, Analytics, Data Warehouse, Data Pipelines, Data Infrastructure, Open Source, Salesforce, Hubspot, LinkedIn, Outreach, ZoomInfo

EDUCATION

San Jose State University, San Jose, CA

Bachelor in Business Administration - Concentration in Management

INTERESTS/ACTIVITIES

My Shiba Inu, Family, Basketball, Pizza, Travel & Candid Photography, Psychology, Mental/Physical/Spiritual Health