



## PROFILE

Results driven and customer-focused with a specialism in SaaS sales - building up sales pipelines, and reducing sales cycle timelines by adapting new methods and using key messaging to provide a consultative approach with prospects.

## CONTACT



## KEY SKILLS AND CHARACTERISTICS

- Coachability
- Negotiation
- Persuasive Presentation Skills
- Critical Thinker
- Strategic Thinking

## ACTIVITIES AND INTERESTS

Cycling  
Mountain Biking  
Running Homefans Football Tours

## WORK EXPERIENCE

### Open Assessment Technologies – Account Executive

Mar 2023 – Jul 2023

The TAO testing platform is ideal for organizations that want the freedom to control their assessment software

- Guiding organizations in their decision-making process for the implementation of Digital Assessment Solutions.
- Understand and qualify assessment needs to design client- specific value propositions and Solution demonstrations on the TAO Assessment Platform and the action plan to achieve business goals.

### Jeff – Business Development Manager UK (I left this role as the company is now bankrupt)

September 2022 – Mar 2023

Enabling entrepreneurship and connecting users to a platform for day-to-day services through the *Jeff* super-app

- Managed sales funnel, from new lead acquisition, prospection, carrying out vid qualifying to sales closure
- Qualifying new leads by calling 'warm prospects' to push them up the pipeline
- Maintain HubSpot with updates of sales opportunities
- I built up a small pipeline of 70K in Prospecting and 200k in Qualified leads

### Lead Generation – Autodesk Freelance via Denave

Mar 2022 – September 2022

Freelanced on behalf of a major global leader in design and make technology for a campaign that was ran throughout the summer

## EDUCATION

### Blackpool and The Fylde College

June 1996

BTEC National Diploma in Marine Studies in preparation for my time spent in the Merchant Navy of 3 years.

- Arranged webinars for Introduction to Fusion 360 which is a SaaS platform that combines CAD, CAM, CAE and PCB
- Attained 38 leads in 4 months which I fully qualified and passed them over to the relevant Account Manager

### Engagement Specialist – Lenovo – Freelance, via Denave

Sep 2021 – February 2022

- Recruited to help boost results and made an immediate impact in a short period of time delivering consistent results
- Used cold calling, emailing and LinkedIn to engage with IT decision makers
- Tailored specific messaging to reach multiple C and D-level contacts within targeted organizations
- Achieved 110% of my target- had highest number of leads in team of 3 SDRs
- Project was very short term and Denave moved me over to their Autodesk campaign afterwards.

*The entire EMEA Inside Sales team at the below company, Arcserve was disbanded in June 2020 so I was made redundant. I then traveled to the UK for the Summer January 2021 until September 2021*

### Inside Sales Representative - Arcserve, Barcelona

May 2019 – June 2020

- Solutions included Cloud Storage, SaaS, Cloud-Hybrid Backup, Disaster Recovery Software and IaaS
- Had a combined SDR/ISR role so was qualifying leads and closing my own deals
- Overachieved target by 118% and won a place on the company's annual Achievers Club vacation

### Internal Partner Account Manager - Ruckus Wireless, Barcelona

Feb 2017 – April 2019

- Guided new channel partners through on-boarding process, portal access and assisted with the deal registration process and partner education compliance
  - Sold Cloud-access subscriptions, Wifi Access Points and Switches to SMBs via VAD
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