

Nick Baxter

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Professional Experience

Moneytree Power | Advisor | Go-to-market, Sales, Mktg. | VC funded SaaS

2022 - Present

- Built out go-to-market strategy from the ground up, including but not limited to lead procurement, sales & marketing tech stacks, sales scripts, explainer videos, marketing collateral, outreach/email sequencing, branding, and messaging

Bluebird.CX | CEO & Co-founder | VC funded SaaS

2018 - 2021

- Achieved \$0-\$200K in Q revenue
- Built 100% remote team throughout the states and multiple countries
- Responsible for revenue generation, raising VC, maintaining investor relations, developing/maintaining channel partnerships, and overall company strategy
- Won enterprise customers such as Keysight Technologies, Cardno, and AppSmart

Post Intuit Vesting

2015 - 2018

- Details provided upon inquiry

Demandforce, Acquired by Intuit in '12 | SaaS Sales

Business Development Manager

2013 - 2015

- Responsible for new vertical go-to-market execution
- Launched new verticals such as accounting, insurance, & legal
- Generated 10K MQL for sales org
- Identified target markets, product gap analysis, MVP requirements, key partnerships, contract drafting and negotiations, lead procurement, and financial forecasts
- Collaborated cross-functionally with marketing, sales, product, and engineering leads

Sr. Sales Manager

2012 - 2013

- Responsible for delivering the division's quarterly booking goals – grew and led team from 1 to 12 reps
- Awarded top achiever of CEO Club
- Identifying, hiring, training, coaching, developing sales reps, and reporting in Salesforce
 - Q2 FY '13 division finished at 124% of the vertical goal
 - Q3 FY '13 division finished at 113% of the vertical goal
 - Q4 FY '13 division finished at 118% of the vertical goal
 - Q1 FY '14 division finished at 110% of the vertical goal

Sr. Account Executive

2012 - 2012

- Presidents club and #1 in FY sales all '12
- Awarded "Sales Star of the Year"
- IC role that grew into a leadership role, responsible for building company retention/renewals sales team, from 0-12 reps
- Company record \$200k in Q bookings 3X, 13 reps have done this 2X

Account Executive

2011 - 2011

- IC role, responsible for the entire sales cycle. Always exceeded quota
- Q2'11: 136%, Q3'11: 140%, Q4'11: 126%

Sales Development Rep

2011 - 2011

- IC role, 80+ calls p/day. Fastest promotion from SDR to AE in co history

MNG | SaaS Sales

Account Executive

2010 - 2011

- IC role, 80+ calls p/day. Top rep every month

Tools

Sales Navigator, HubSpot, Salesforce, ZoomInfo, Zoom, Office, Workspace, Meet, Apollo.io, Lemlist, Grammarly, DocSend, Calendly, Loom, Avoma, Crystal, Slack, Dialpad, Asana, Upwork, and more

Interests & Other Information

- Triathlete – Olympic and Ironman upcoming, competitive golf, spearfishing, diving, world travel
- Proficient in Spanish