

Jake Eiten

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PROFESSIONAL EXPERIENCE

Mixpanel, Inc.

Commercial Account Executive

March 2019-May 2020

- Fostered relationships with customers to ensure growth while maintaining an understanding of evolving technology
- Initiated cold outbound conversations to quantify the value user analytics provides to prospective businesses
- Maintained up to date knowledge of competitors in the space while demoing clients on the differentiating features
- Influenced the Partnerships Team to expand Mixpanel's integration network and collaborated with the Product Team to impact roadmap decisions based on customer requests

Ad Hoc Customer Success Churn Project

Dec. 2018-Feb. 2019

- Advocated to work alongside Customer Success and Education Teams to assist with product trainings and renewals while effectively preventing churn of our monthly customers
- Dogfooded internal analytics software to optimize outreach processes and better analyze account health
- Productized manual practices with our Engineering, Operations, and Product Teams to automate workflow

Commercial Business Development

Oct. 2017-Nov. 2018

- Achieved 154% of annual quota and was awarded President's Club as the only Development Representative
- Performed prospect discovery calls gathering details around their analytic use cases to generate sales qualified leads
- Qualified and sourced over \$1M in deals, leading the team for ten months in success metrics and ultimately became the highest performing DR in company history
- Mentored new hires on optimal processes and facilitated check-in conversations to accelerate the learning curve
- Compiled reports and dashboards utilizing Salesforce to generate an organized sales formula

National Securities Corporation

Financial Research Analyst Intern

Summer 2016

- Researched market using Thomson Reuters Eikon platform to compile a bi-weekly commodities report
- Facilitated the distribution of National Securities' Daily Market Notes to summarize behavior of the overall economy
- Assisted the Chief Market Strategist in supplying CNBC with financial statistics of indices and futures markets

EDUCATION

University of Wisconsin-Madison

Bachelor of Science

August 2013- May 2017

- Emphasis in Finance with concentrations in Certified Financial Planning and Entrepreneurship
- Member, Sigma Alpha Mu, Real Estate Club, Finance and Investment Society, Fantasy Sports and Finance Club
- Philanthropy Chair, Sigma Alpha Mu- Beta Iota Chapter
- Studied abroad in Barcelona, Spain from January to May 2016

ADDITIONAL

- Advanced proficiency in Salesforce, Mixpanel, Google Analytics, Microsoft Office, Outreach.io, DiscoverOrg
- Currently operating an e-commerce business for collectible apparel, art, and footwear on secondary marketplaces
- Interests & Hobbies: Consumer Technology, Alternative Investments, Sports, Texas Hold 'em, Fashion
- International travel experience throughout Europe, Canada, Mexico, Middle East, etc.