

Jennifer Payne

Sales/Business Development Start Up Executive

United States

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415-948-6548

Seasoned start up executive with experience in varying stages of start up; seed, pre-series A, Series A +

Concentration on mobility/transportation, marketplaces and sharing economy

General management/Operation skills

Key contributor in Strategy, Business Development, Product, Strong relationship builder,

Customer engagement/success follow through and management

Willing to relocate: Anywhere

Work Experience

Director of Sales

CONNECTIQ Labs dba Miles - San Francisco, CA

March 2018 to Present

- B2B sales of predictive analytics mobility rewards platform - geolocation
- Sales, up sell and retention
- 1st sales hire, employee #8 (currently, 40) - Work with Co-Founders
- Administered Full Sales Cycle
- Drove YOY, 900% increase
- 2019 14x growth
- 2020 20x growth prediction
- 90% Retention and Renewal rate
- Performance and affiliate marketing
- Oversaw partnerships with Auto, DTC, e-commerce partners
- CRM Management
- start up tool kit friendly, G-suite, slack, close.io, airtable, test pilot, tableau

Head of Sales

Velo Labs, Inc dba Lattis - San Francisco, CA

November 2016 to December 2017

- First sales hire
- Launched paid pilot and full service partners
- Secured Fortune 1000 pilots + conversion to customers
- Improve top line revenue, as well as Gross Profit.
- B2B to Enterprise and SMB's sales of IoT for mobility services, particularly sharing economy.
- Sourced and established key B2B and affiliate marketing partnerships
- Executive business team member
- CRM management

Head of Sales/GM

ParkJockey - San Francisco, CA

October 2015 to May 2016

- Key Sales/GM contributor in market launch
- Grew footprint by 300% MoM
- Developed goals and objectives tend to growth and prosperity
- Supervised market implementations and operations
- MoM Generated pipeline of business ventures via sourcing leads, scouting and submitting charter/da
- Grew strategic B2B partnerships
- Sourced and crafted responses to procurement driven RFP's with financial analysis and presentations

GM/Director of Business Development

Parkmobile/Parknow - San Francisco, CA

June 2013 to October 2015

- First sales hire, reported directly to CEO
- Accomplished B2B partnerships; over 325% growth in first 90 days, with continued MoM growth
- Managed day to day operations; overseeing account management, communications, and QA
- Screened potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options
- Closed new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Developed training program to onboard staff in new territories
- Increased revenue stream in B2B partnerships via marketing campaigns, promotions, affiliate optimizations
- Key contributor in successful merge to Parkmobile, transitioning B2B/B2C

DBA "The Melt", Sr. Mgr Business Development

Fish Six Restaurant Corp

May 2012 to April 2014

Secured non-traditional real estate in multi-markets for mobile food platform in a start up restaurant corporation

- Forecasted pro forma as from analysis of site; including demographics and marketing potential
- Established fleet maintenance, registrations, SOP's
- Forecasted future trends and strategies to capture maximum benefits.
- Coordinated with sales executives to better align company goals and tactics.
- Motivated team members and junior staff to exceptional performance.

- Gathered customer needs and worked with product development teams to implement changes based on feedback.

- Implemented marketing strategy ideas to optimize targeting of customers.

Fleet Operations Manager

Zipcar - San Francisco, CA

September 2008 to May 2012

- Inaugural cross departmental promotion/woman in the role
- Market leader in metrics; COGS, average marginal revenue, utilization, QA, daily trigger response
- Improved KPI's 11x, first 90 days
- Grew fleet by 45%
- Top 3 markets for NPS analysis and action plan
- Managed \$1 million dollar monthly P&L/Financial reporting, Invoicing, budgeting: forecasting, tracking, and variance reporting
- Contract negotiations, Vendor relationships/management, Audits with vendors and QA
- Created & executed SOP infleeting/defleeting of vehicles, Zipcar branding, condition, maintenance per SOP
- Hired/Trained/Mentored team management; coordinators and field operators

Business Development Manager

Zipcar - San Francisco, CA

May 2006 to September 2008

B2B Solution selling niche industry to Fortune 500 companies & agencies; Google, Gap, Wells Fargo, EPA, KPMG, Nintendo, Intuit, UCOP, Bain & Co

- Developed market into leader of Zipcar for Business product, 100%YOY growth
- Consistently top 3 markets during tenure
- Market analysis of verticals to expand relationships and extend footprint
- Prepared and reviewed the annual budget for the area of responsibility
- Analyzed regional market trends and discovered new opportunities for growth

Education

Bachelor of Arts in English Literature, Political Science

San Francisco State University - San Francisco, CA

Skills

- Cold Calling
- Sales
- Account Management
- CRM
- Salesforce
- Data Entry
- Business Development
- Affiliate Marketing
- Internet Of Things (IoT)

Assessments

Management & Leadership Skills: Impact & Influence — Expert

May 2020

Choosing the most effective strategy to inspire and influence others to meet business objectives.

Full results: https://share.indeedassessments.com/share_to_profile/6f94ed32801fc3bb06df730a5798773eed53dc074545cb7

Verbal Communication — Highly Proficient

May 2020

Speaking clearly, correctly, and concisely.

Full results: https://share.indeedassessments.com/share_to_profile/37e4be56cda49d2291e33fc37e3ce65eed53dc074545cb7

Sales: Influence & Negotiation — Highly Proficient

May 2020

Persuading reluctant customers to buy products or services, and influencing and negotiating with customers to meet sales goals.

Full results: <https://share.indeedassessments.com/attempts/44c9dcc4835bfedbe8ee14626a29168beed53dc074545cb7>

Marketing — Highly Proficient

May 2020

Understanding a target audience and how to best communicate with them.

Full results: https://share.indeedassessments.com/share_to_profile/4bced3bf07430d4a25bed55a57be019ceed53dc074545cb7

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Additional Information

Skills

Start Up culture Follow Me and Follow Up Leadership

Work Ethic = Grit & Scrappy Consultative Centric Sales Closing Mastery

Fastidious Time Management Adaptability

Dedicated Team player Driven & Ambitious