

Seth Wood

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Career Highlights

- Customer-obsessed professional with 7+ years of experience delivering high-impact customer experiences across SaaS and digital-first environments.
- Created proactive customer engagement campaigns at Stripe, generating over \$2.75M in net-new pipeline and improving customer activation.
- Consistently delivered exceptional customer experiences, maintaining >90% customer satisfaction (NPS) in fast-paced, high-volume environments.
- Developed internal onboarding playbooks, reducing ramp time and improved team efficiency by 7%.
- Experienced in running customer education initiatives, including training sessions, office hours, and proactive outreach.

Skills

MEDDICC. Sales Strategy. Forecasting. Pipeline Management. Customer experience. Account Management. French (fluent). Salesforce CRM. Sales Navigator. Google Workspace. **Technical:** NextJS. React. Python. TypeScript. SQL. C++. Rust. Git. Figma.

Professional Experience



Account Executive, Avalara; March 2023 - July 2024 [via referral]

- Managed high-volume customer interactions, achieving \$482K ARR by facilitating solution adoption and providing consultative support.
- Increased qualified pipeline by 13% through proactive customer education at trade shows, webinars, and targeted outreach.
- Mentored a team of 7, providing actionable feedback and customer engagement strategies during weekly team sessions.



Outbound Associate, Stripe; April 2022 - January 2023 [via referral]

- Accomplished 600% ramping Q2, 148% Q3, and 130% Q4 quota in opportunity creation, by generating \$2.75m+ net new pipeline for new business in the US & Canada.
- Designed and implemented 5 strategic engagement campaigns in collaboration with marketing, resulting in data-driven opportunity creation.
- Authored a new-hire playbook that reduced onboarding time by 7%, improving team ramp-up efficiency.



Account Manager, Better.com; July 2020 - April 2022

- Delivered white-glove service to customers across 14 states, maintaining a 94%+ NPS in customer feedback.
- Provided personalized guidance to customers, helping navigate product offerings and digital tools to meet their goals.
- Recognized in the top 3% of US Mortgage Loan Originators for consistently outstanding customer experiences and volume.



Assistant Sales Manager, Enjoy Technology; August 2017 - July 2020

- Delivered personalized customer onboarding and education to over 1,500 clients, maintaining an average 91% NPS.
- Led daily team standups and training for 40+ members to ensure alignment on customer engagement goals and service delivery.
- Created internal process improvements to enhance service workflows and customer experience.
- Engineered in-house employee applications, reducing overtime with task automation and improved workflow.

Additional:

Sales Associate/Cultural Ambassador, TOMS; July 2015 - August 2017
Technology Account Manager, Lexus; May 2014 - July 2015 [via referral]
Sales Specialist, Apple; Sep 2009 - May 2014 [via referral]

Education

Middle Tennessee State University — *B.A. in French & Business*
Université de Caen, France — *Elementary French Language Program*
App Brewery, Bootcamp — *Full Stack Web Development*

Interests

Web Development • Global Travel • LA Food Scene • Songwriting • Local Bookshops