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Professional Experience:

SDR Manager / Sales Operations Specialist - EverCharge - Palo Alto, CA January 2024 to Present

- Managed and developed a team of 2 sales representatives and 1 sales intern, resulting in an increase in individual sales performance by over **200%**
- Develop and analyze trends to identify trends and opportunities through Salesforce data.
- Led the transition from NetSuite to Salesforce, overseeing an efficient data migration process through implementing
- Decreased number of open opportunities with expired expected close dates by over **60%** through process optimization
- Decreased number of unapproved sales orders by over **30%** by collaborating with the finance team
- Worked closely with the VP of Sales providing reports and dashboards to give clear insights into sales pipeline

Enterprise SDR - EverCharge - Palo Alto, CA September 2023 to January 2024.

- Led enterprise-level prospect identification and engagement which led to \$18 million in bookings self sourced.
- Collaborated with Marketing VPs and Managers, regularly sharing reports on the success of different campaigns, allowing informed decision-making and alignment across sales and marketing efforts.
- **Commission Plan Creation (2024):** Led the initiative to design and implement the 2024 commission plan for SDRs on the SMB and ENT teams to optimize incentives and enhance overall team performance.

Strategic BDR - Bill.com, San Jose, CA, June 2022 to September 2023

- Targeted and qualified new business opportunities through outbound prospecting in the mid-market and small market segments. Interfaced with C-Suite prospects across Finance and Accounting, effectively building relationships and understanding their needs.

SDR - Workspot - Campbell, CA, March 2022 to June 2022

- Gained foundational SDR experience in the SaaS industry.
- Proactively identified and nurtured leads through various communication channels.
- Contributed to the company's early-stage growth efforts.

Certifications:

Google Data Analytics Career Certificate

- Acquired advanced data analysis skills using Google tools, including data cleaning, exploration, and visualization, along with proficiency in **SQL** for database querying.
- Demonstrated the ability to integrate findings into comprehensive reports using tools like **PowerBI**, ensuring effective communication of insights to support informed business decisions.

Skills:

- Sales Operations and Strategy, Data Analysis and Reporting, Cross-Functional Collaboration, Process Improvement, Problem Solving, Sales Enablement, Financial Services, CRM Management, Communication and Presentation, Business Intelligence, HubSpot, Salesforce, Outreach, Netsuite, Engage, ZoomInfo, LinkedIn Sales Navigator, G Suite, Reporting, Video Meeting, Outbound, Inbound, Cross-functional collaboration

Education:

Bachelor of Business Administration Marketing, University of Washington

- Graduated with Cum Laude Honors, 3.83 GPA
- **Minor in Applied Computing**
 - Developed strong computational problem-solving skills, navigating computer jargon and engaging in ethical discussions within the computing industry.
 - Mastered database management, showcasing expertise in **SQL**, effective database design, and practical application in creating personalized databases.
 - Acquired advanced skills in networks and the internet, including web development with **HTML** and **CSS**, and demonstrated proficiency in creating and connecting web pages to databases.