

Sarah Tran

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EXPERIENCE

Salesforce - Heroku

Account Executive - Enterprise & Strategic 2018 - 2023
FY23 - 145% - Salesforce Global Top 10%

- Managed a \$26million book of business of existing Heroku customers in the mid-market and large enterprise space
- Mentored 3 new reps who all ramped to 1st, 2nd, and 3rd achievement status within their respective teams
- Achieved 145% to quota and accepted to Salesforce's Global AE Excellence Academy which is reserved for the top 10% of AE's worldwide for consistent achievement and leadership recognition

Account Executive - Growth Markets

FY22 - 112% - Team MVP
FY21 - 105% - 6th Man Award

- Managed a \$20million book of business of existing Heroku customers in the mid-market space
- Awarded team MVP for achieving 112% to quota and closing the largest deal of the platform org. at \$1.7M in FY22
- Led monthly growth training programs which taught AE's how to hunt and grow their Heroku book of business resulting in a growth of \$20M in ACV across CORE team

Account Executive - Emerging Markets

FY20 - 104% - Recognized for Philanthropy
FY19 - 104% - Rookie of the Year

- Managed an \$14million book of business of existing Heroku customers in the emerging and SMB space
- Pioneered a new pipe gen program utilizing a ticket filtering system that resulted in \$200K the second year

Caspio Inc.

Account Executive 2017 - 2018

- Full cycle PaaS sales exec. for North American territory bringing in 12+ new accounts monthly
- Developed new qualification method for acct execs which early results show a higher 2nd call qualifying rate
- Created an ESL communication best practices guide for EU and APAC sales teams

Google

Outbound Sales Development Rep 2015 - 2017

- G Suite & Google Cloud Platform Outbound Sales Development Rep
- Generated \$3M+ in pipeline, \$1.5M+ in nurtured opportunities, \$150K in closed deals; Led Q1-Q3 pipeline gen
- Lead 4 projects related to new go to market strategies, communication development, and pipeline management
- Reworked onboarding process for new hires and trained new sales representatives on best practices

Sage - Intacct

Sales Associate 2015

- Responsible for lead demands of 10+ outbound sales development representatives
- Managed lead data utilizing Salesforce, Sheets, & Excel to track lead generation and team data cleansing projects
- Created a lead generation and organization method utilizing Excel to track team data cleansing project

EDUCATION

San Jose State University

Sociology; Global Leadership & Innovation 2015

CERTIFICATIONS

General Assembly

Software Engineering Immersive 2023

Salesforce Accelerate

People Leader Development Program 2022