

# Tom Sitton

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B2C SaaS Sales and Product Specialist with a proven track record of driving revenue through a deep understanding of customer needs. In my current role, I contributed to a **33% increase in YoY sales win rate through optimization of funnels and product features.**

With a solid foundation in Industrial Design, I possess strong skills in visual aesthetics, market research, and data analysis. Passionate about user behavior, self-motivated and driven to deliver results by continuously optimizing strategies and exceeding business goals.

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## EXPERIENCE

### Sales and Product Specialist | Effectivate

2023 - Present

- Contributed to the development of user onboarding funnels, collaborating with Marketing, Product, and Development teams, resulting in a **16% increase in onboarding completion.**
- Led CRM system optimization, implementing features that recovered lost leads and improved sales efficiency, contributing to a **33% increase in YoY win rates.**
- Surpassed **sales quotas by 21%+ annually**, driving significant revenue growth.
- Partnered with Product teams to integrate customer feedback into ongoing development, ensuring alignment with evolving market needs.
- Identified new personas through in-depth market knowledge, uncovering a potential business stream that could influence the product roadmap.
- Collaborated with the design and Marketing teams to refine visual elements and messaging, enhancing customer experience and driving higher-quality sales leads.

### Industrial Product Designer | N2NDesign

2021-2023

- Managed design and prototyping of military solutions, ensuring alignment with client specifications and user needs.
- Oversaw end-to-end project execution, collaborating with multiple vendors to meet tight deadlines.
- Designed and rendered sketches and 3D models using **SolidWorks, KeyShot, Adobe Photoshop, Illustrator**, and other design tools.

### Sales Specialist | Dun & Bradstreet

2018-2021

- Led B2B negotiations with company executives and managers.
  - Drove sales across multiple industries (lawyers, contractors, doctors, etc.) and companies (small businesses, SMBs, and corporations) through targeted market research and persona analysis.
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## EDUCATION

### Bachelor's Degree in Industrial Design (Des.B), Holon Institute of Technology HIT

2017-2023

Academic GPA: 85 | Achieved a 90 score on the final project, demonstrating comprehensive design and analytical skills | Managed the textile workshop, overseeing operations and ensuring quality control.

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## MILITARY EXPERIENCE

### Artillery Corps | Served during Operations 'Brother's Keeper' and 'Protective Edge'.

2011-2014

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## LANGUAGES

English - Full professional proficiency | Hebrew - Native