



**Victor Scherman**

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## **PROFILE**

With extensive experience and a proven track record in sales and account management, I'm eager to apply my skills and experiences to your organization .

## **EXPERIENCE**

### **ACCOUNT EXECUTIVE - TOP HAT — January-May 2020**

Responsible for territory development of institutional sales to post secondary schools in defined region. Outbound prospecting, consultations, client support, and business development.

Participated in radical shift to new inbound GTM strategy during COVID 19

### **Senior Account Manager - Consult-PRO —June 2016-January 2020**

Responsible for handling inbound/outbound inquiries, marketing strategy, trade show and events attendance and coordination in Canada, the US, and Europe, spearheaded client success study clubs and other marketing related initiatives. Key member in expanding sales efforts from smaller clinics to educational, institutional, and DSO multi office accounts. Assisted in developing pilot program designed to convert larger accounts into paying customers. Top sales rep for 2018, 2019 calendar year.

### **Client Success Director - Consult-PRO - June 2015-June 2016**

Managing customer accounts and relationships. Involved in development of platforms designed to heighten customer's positive experience with software and increase overall lifetime value per client.

Created and implemented services/platforms designed to provide self serve options for customer care (IE online resources, self serve platform, relevant infrastructure)

Directly oversaw recruitment and training of Client Success Co-Ordinators and Junior Sales members

### **Client Success Co-Ordinator June 2014- June 2015**

Onboarded, and ensured success of all new/existing clients sourced through inbound/outbound efforts of sales team.

Responsible for training, ongoing support of all clients

Worked directly as retention sales rep to prevent service cancellations by determining client's needs and working to ensure products fulfill those needs

#### **Junior Sales - Jan 2013- Jun 2014**

Conducted cold outbound outreach to generate prospects for Senior Reps

Conducted own demos for junior accounts

Attended trade shows throughout North America in a sales capacity

#### **Junior Sales Rep - Treehugger Organics — 2010-2012**

Outside sales, opened, managed and serviced new accounts for growing fruit juice company.

Provided on site client facing support both in store and at industry trade shows throughout Canada.

### **EDUCATION**

York University, Bachelor of Music

### **SKILLS**

Extensive sales experience and ability to identify client needs and provide solutions in a manner that builds strong relationships and trust.

Experience in all stages of customer journey within a SAAS framework, from cold interest, conversion to client, and maximizing ARR through Client Success initiatives

Keen listener with ability to quickly connect on a personal level with Client's wants and needs

Experience with various CRM systems such as Hubspot and Salesforce

Experience working in startup environments with small, nimble teams