

PROFILE

Business Development Manager with 3.5 years of experience driving new revenue for B2B technology and services companies. Generated \$6.8M in new pipeline, closed \$2.4M in new annual recurring revenue, and launched 5 strategic partnerships. Skilled in prospecting, consultative selling, negotiation, and Salesforce pipeline management; consistently exceeded quota at 118%.

EXPERIENCE

Business Development ManagerJun 2023 – Present

Capital City Software — Austin, TX

- Own a mid-market and enterprise territory; generated \$6.8M in qualified pipeline and closed \$2.4M in new ARR, reaching 118% of quota.
- Launched 5 channel and technology partnerships that contributed 22% of new-logo revenue within 12 months.
- Increased lead-to-opportunity conversion from 11% to 17% by redesigning outbound sequences and ideal-customer targeting.
- Negotiated and closed 14 multi-year contracts with an average deal size of \$170K.
- Partner with marketing and product on go-to-market plans for 2 new product lines; shortened average sales cycle by 18 days.

Business Development RepresentativeJul 2022 – May 2023

Lone Star Digital Services — Austin, TX

- Booked 40+ qualified meetings per quarter, ranking top 3 of 20 representatives.
- Sourced \$1.9M in pipeline through cold outreach, events, and referrals.
- Maintained 95% CRM data accuracy and weekly forecasts for sales leadership.
- Converted 28% of qualified meetings into opportunities, 8 points above the team average.

SELECTED WINS

Healthcare Enterprise Account: won a \$420K three-year contract after a 5-month multi-stakeholder cycle.

Channel Partnership: signed a reseller agreement that produced \$610K in sourced pipeline in two quarters.

AWARDS

President's Club 2024; Rookie of the Year 2022; Top Partnership Revenue Contributor, FY2024.

118%

QUOTA ATTAINMENT

\$6.8M

PIPELINE BUILT

\$2.4M

NEW ARR CLOSED

5

PARTNERSHIPS LAUNCHED

SKILLS

Business Development:
Lead Generation, Outbound Prospecting, Consultative Selling, Negotiation, Contract Closing, Strategic Partnerships, Account Planning, Market Research, Proposal Development

Sales Tools:
Salesforce, HubSpot, LinkedIn Sales Navigator, ZoomInfo, Outreach, Gong, DocuSign

Analytics:
Pipeline Forecasting, Excel, Tableau, CRM Reporting

EDUCATION

Bachelor of Business Administration in Marketing
University of Texas at Austin — Austin, TX
2022 | GPA 3.5

CERTIFICATIONS

- Salesforce Certified Administrator
- HubSpot Inbound Sales Certification
- Sandler Selling System Training