



David Chen

A tech-savvy business development manager with nine years of experience driving sales for Software as a service (SaaS) companies. A strong history of negotiating high-value contracts, expanding enterprise client portfolios, and implementing successful go-to-market strategies.

CONTACT

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EDUCATION

Bachelor of Science (B.S.) in Business Administration
University of California, Berkeley, CA
June 2014 – March 2016

Bachelor of Business Administration (B.B.A.)
University of Texas at Austin, Austin, TX
June 2008 – August 2012

KEY SKILLS

- SaaS sales strategy
- Enterprise account management
- Product positioning
- Competitive analysis
- Contract negotiations

PROFESSIONAL EXPERIENCE

- **Software Business Development Manager, CloudEdge Inc., San Francisco, CA**
July 2019 – Present
 - Expanded enterprise client base by 50% through strategic outreach, relationship management, and customized SaaS solutions
 - Negotiated and closed contracts worth over \$7 million in ARR by demonstrating product value and aligning solutions with client needs
 - Collaborated with product and marketing teams to refine go-to-market strategies, leading to a 35% increase in sales conversions
- **Business Development Manager, InnovateTech, San Francisco, CA**
June 2016 – July 2019
 - Developed and executed B2B sales strategies, resulting in a 45% increase in revenue over four years
 - Led client onboarding and training initiatives to ensure successful software adoption, improving retention rates by 30%
 - Conducted competitive analysis and identified market trends to refine product positioning and enhance sales presentations

CERTIFICATIONS

- Certified SaaS Sales Professional (CSSP), SaaS Academy, June 2017