


BW

Barbara Wilson


Business Development Manager

Senior Business Development leader with 14 years building enterprise pipelines across cybersecurity, fintech, and supply-chain software. Has carried direct quotas above \$6M and built BDR and partner teams from scratch. Equal parts player and coach.

CONTACT INFORMATION

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KEY SKILLS

- Sales team leadership (BDR and AE)
- Partner and channel program design
- Enterprise deal strategy
- GTM planning and territory design
- Forecasting at CRO level
- Cybersecurity, fintech, supply chain verticals
- Salesforce, Clari, Crossbeam
- Executive presentation
- Pricing and commercial structure
- Hiring and ramp planning

PROFESSIONAL EXPERIENCE

DIRECTOR OF BUSINESS DEVELOPMENT | FOXGLEN SUPPLY AI, PORTLAND, OR
2020 – PRESENT

- Built the BDR function from 2 to 18 reps and stood up the partner channel that now sources 31% of new ARR.
- Personally closed \$8.4M in strategic deals while managing the team, including a Fortune 500 retail logistics win.
- Rewrote the territory model around named accounts, which cut overlap complaints to near zero within a quarter.
- Sit on the GTM steering committee and own the BDR-to-AE conversion metric (currently 71%).
- Partner with finance on quarterly pipeline coverage targets and weekly forecast calls with the CRO.

SENIOR BUSINESS DEVELOPMENT MANAGER | BRENNECKE CYBER, SEATTLE, WA
2016 – 2020

- Carried a \$4.2M quota and finished 2019 at 137%, top rep in the West region.
- Closed the firm's first seven-figure deal, a \$1.6M three-year contract with a regional utility.
- Mentored four reps who later moved into management roles across the org.
- Drove a competitive displacement play against the incumbent vendor that brought in 9 new logos in 12 months.

BUSINESS DEVELOPMENT MANAGER | LINWOOD PAYMENTS, SAN DIEGO, CA
2013 – 2016

- Hit or exceeded quota in 11 of 12 quarters across SMB and lower mid-market payments.
- Built and ran the channel referral program with regional ISOs, contributing about a third of new logos.
- Promoted twice during tenure, from AE to Senior AE to BDM.

ACCOUNT EXECUTIVE | TRISTAR MERCHANT GROUP, SAN DIEGO, CA
2010 – 2013

- Started as an inside sales rep and ended as a top-5 outside AE in a 60-person org.
- Owned a territory spanning Orange County and the Inland Empire.
- Trained 6 new hires on the consultative selling framework as a player-coach.
- Earned President's Club in 2012.

EDUCATION

M.B.A., University of Washington Foster School of Business, 2016

