



RACHEL BERGSTROM

Senior sales supervisor with 14 years across SaaS and medical device sales. Run multi-team floors of 25+ reps, own the regional forecast, and partner with enablement on ramp and certification programs.

CONTACT INFORMATION

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EDUCATION

- B.A., Economics
University of Minnesota May 2011
- Challenger Sales Certification, 2018

KEY SKILLS

- Multi-team supervision Regional forecasting (commit/best case)
- Ramp and onboarding design
- Salesforce + Clari
- Territory planning
- Compensation plan input
- Quarterly business reviews
- Hiring loops and panel interviews
- Cross-functional partnership (marketing, enablement, RevOps)
- Coaching to MEDDPICC and Challenger

PROFESSIONAL EXPERIENCE

Senior Supervisor | February 2020 - Present

Inside Sales Vantage Northwood Software, Minneapolis, MN

- Oversee 3 team leads and 27 reps split across SMB and mid-market segments.
- Owned the regional plan that delivered \$18.4M in ARR in FY24, up about 11% YoY.
- Sponsored the rebuild of our ramp program; new-hire time-to-quota dropped from 7 months to 4.5.
- Sit on the weekly forecast call with the VP and present commit, best case, and pipeline coverage.
- Authored the supervisor scorecard now used across 4 regions.

Sales Supervisor | March 2016 - January 2020

Northshore Medical Devices, St. Paul, MN

- Led a 12-person field team selling capital equipment to hospital systems across MN and WI.
- Grew region from \$9.7M to \$13.2M in annual revenue over 4 years.
- Ran joint ride-alongs once per quarter with each rep, including post-call debriefs.
- Partnered with marketing on a referral program that brought in 38 new accounts in 2019.
- Built the territory carve-up that's still in use today.

Team Lead | June 2014 - February 2016

Inside Sales Northshore Medical Devices, St. Paul, MN

- Promoted to lead a 6-rep team after 2 years as a top quota-carrier.
- Designed the call calibration sessions still run monthly by the inside sales group.
- Mentored 4 reps into outside sales roles, including 2 who later became supervisors.
- Held a sub-9% voluntary attrition rate during a year when the company average was around 17%.