



# YOLANDA BRENNAN

Senior enterprise seller with 15 years of experience closing 7-figure deals in fintech and payments. Built and ran two regional sales teams, personally closed \$4.3M in 2024 while overseeing a team that delivered \$11.7M. Known for navigating complex procurement at banks and insurers.

## CONTACT INFORMATION

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## EDUCATION

MBA  
Vanderbilt University Owen Graduate  
School of Management May 2014

B.S. Finance  
University of Tennessee May 2009

## KEY SKILLS

- Enterprise sales leadership
- Hiring and ramp
- MEDDPIC
- Mutual action plans
- Forecasting and pipeline review
- C-suite negotiation
- Banking and insurance vertical
- Salesforce
- Clari
- Gong
- Strategic account planning
- Sales playbook design

## PROFESSIONAL EXPERIENCE

### **Director, Enterprise Sales | February 2022 - Present** Quorumpay Networks, Nashville, TN

- Lead team of 7 enterprise AEs covering Southeast banks and insurers, delivered \$11.7M in new ARR in 2024 against a \$10M team quota
- Personally closed \$4.3M across 4 strategic accounts including a \$1.6M, 5-year contract with a top-25 regional bank
- Rebuilt the enterprise playbook around mutual action plans, average sales cycle on deals over \$250K dropped from 11 months to 7
- Hired 5 of the current 7 reps, 4 hit quota in their first full year
- Partner monthly with finance and RevOps on pipeline reviews, forecast called within 6% of actuals for 9 straight quarters

### **Senior Enterprise Account Executive | September 2016 - January 2022** Halberd Treasury Systems, Atlanta, GA

- Carried a \$3.5M individual quota, finished at 134%, 121%, 109%, and 142% across four years
- Closed the largest single deal in company history at the time, a \$2.1M treasury platform contract with a regional insurer
- Built and ran a strategic account program for the top 20 named accounts, expanded 6 of them into enterprise agreements
- Mentored 3 junior AEs, two were promoted into senior roles within 18 months
- Speaker at the 2019 company kickoff on multi-threading inside Fortune 1000 procurement

### **Enterprise Account Executive | June 2013 - August 2016** Halberd Treasury Systems, Atlanta, GA

- Sold treasury and payments software to banks and credit unions in the Southeast, hit quota all three years
- Closed \$4.8M in cumulative new ARR with an average deal size of \$215K
- Co-developed the discovery framework still used by the enterprise team
- Recognized as Rep of the Year in 2015