

BH

Betty Harris

Sales Director

CONTACT INFORMATION



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Charlotte, NC 12345

EDUCATION

B.S. Business Administration,
University of North Carolina at
Chapel Hill, 2014

**MEDDPICC Masterclass, Force
Management, 2022**

KEY SKILLS

- Pipeline management
- Forecasting (Clari, Salesforce)
- MEDDPICC / Command of the Message
- Territory design
- Hiring and ramping AEs
- Deal coaching
- ABM and field marketing alignment
- Compensation plan design
- Executive-level negotiation
- Quarterly business reviews

ABOUT ME

Sales Director with 9 years selling SaaS into mid-market and enterprise accounts. Built and led teams of 8 to 14 reps across the Southeast, with a focus on pipeline discipline, deal coaching, and forecast accuracy. Closed the largest deal in company history in 2023 (\$2.4M ACV).

PROFESSIONAL EXPERIENCE

SALES DIRECTOR, MID-MARKET EAST | BRIGHTLANE SOFTWARE, CHARLOTTE, NC

2021 - PRESENT

- Lead 12 AEs and 3 SDRs covering 11 states; closed FY24 at \$18.6M in new ARR, 113% of plan.
- Rebuilt territory model after a 2022 segmentation audit, lifting rep attainment from 58% to 81% in four quarters.
- Personally owned three named accounts during a coverage gap and signed a \$2.4M expansion with a regional health system.
- Coach weekly deal reviews using MEDDPICC; forecast variance held under 7% for six straight quarters.
- Partnered with marketing to launch an ABM play for credit unions that generated 42 qualified opportunities in two quarters.

REGIONAL SALES MANAGER | NORTHRAIL ANALYTICS, CHARLOTTE, NC

2018 - 2021

- Managed 7 AEs across the Carolinas and Georgia; team grew bookings from \$4.1M to \$9.8M over three fiscal years.
- Hired and ramped 5 reps in 2020 with a 90-day onboarding plan that cut time-to-first-close from 142 to 88 days.
- Closed two of the top five logos for FY20 by leading the deals myself when reps stalled in legal.
- Built the first quarterly business review template still used by the East and Central regions.

SENIOR ACCOUNT EXECUTIVE | NORTHRAIL ANALYTICS, CHARLOTTE, NC

2016 - 2018

- Carried a \$1.8M quota; finished 2017 at 142% and qualified for President's Club.
- Closed 23 new-logo deals in two years, average ACV of \$96K.
- Trained four new AEs informally before being promoted into management.