





# Larry Campbell


Sales Representative

Senior sales representative with twelve years in enterprise software and cloud infrastructure. Carry seven-figure quotas, close multi-year deals with procurement and legal in the room, and have built two territories from scratch. Strongest in regulated industries where deal cycles run 9-15 months.

## CONTACT INFORMATION

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## EDUCATION

M.B.A., University of Washington  
Foster School of Business, 2018

B.A. Economics, University of Oregon,  
2012

## KEY SKILLS

- Enterprise and named-account selling
- Multi-year contract negotiation
- MEDDPICC and Command of the Message
- Account-based selling with marketing and SDRs
- Procurement and legal navigation
- Forecasting at 90%+ accuracy
- Salesforce, Clari, Gong, Outreach
- Coaching and rep development
- Pricing and discount strategy
- Regulated industry selling (HIPAA, SOC 2, FINRA)

## PROFESSIONAL EXPERIENCE

### Senior Enterprise Sales Representative | 2020 - Present

Cascadia Cloud Systems, Bellevue, WA

- Own a 14-account named list of Fortune 1000 financial services and healthcare logos in the Pacific Northwest.
- Closed \$4.6M in new ACV in 2023 against a \$3.8M quota; three of those deals were first-time logos.
- Negotiated a five-year, \$9.2M renewal-plus-expansion with a regional health system, including a custom data residency clause.
- Built and now run the company's account-based motion with marketing and SDR leadership; pipeline coverage on target accounts moved from 2.1x to 3.4x.
- Coach four mid-level reps on enterprise deal mechanics, including MEDDPICC scoring and procurement handling.

### Enterprise Account Executive | 2016 - 2020

Northern Pine Software, Seattle, WA

- Sold workforce analytics into retail and hospitality enterprises across the West region.
- Finished above 100% of quota in four consecutive years; team average over that span was 78%.
- Closed a competitive replacement at a 1,400-store retailer after an 11-month cycle, displacing an incumbent of nine years.
- Co-led the pricing council that revised list pricing and discount guardrails after a margin review.

### Account Executive | 2013 - 2016

Ridgeway Data Solutions, Portland, OR

- Carried a commercial mid-market quota selling BI tools to manufacturing and distribution accounts.
- Grew the Pacific Northwest book from \$1.1M to \$2.7M ARR over three years.
- First rep at the company to close a deal through a Big Four reseller partnership.
- Selected for the inaugural President's Club trip in 2015.

### Sales Development Representative | 2012 - 2013

Ridgeway Data Solutions, Portland, OR

- Booked qualified meetings for four AEs covering the western United States.
- Top SDR in three of four quarters before promotion to closing role.
- Built the original cold-call script library that the SDR team used for two years.

- Hit 145% of meeting quota in Q4 2012.