



# MARCUS WHITFIELD

B2B sales rep with 6 years selling SaaS and managed services to mid-market accounts. Built a \$1.84M book of business from cold start, closing 38 new logos in the last fiscal year. Comfortable running full cycle from prospecting through procurement and renewal.

## CONTACT INFORMATION



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Charlotte, NC

## KEY SKILLS

- Salesforce
- Outreach.io
- MEDDIC Gong
- Cold outbound
- Contract negotiation
- Discovery calls
- Pipeline forecasting
- LinkedIn Sales Navigator
- ZoomInfo

## Professional Experience

SENIOR ACCOUNT EXECUTIVE | BLUEPATH ANALYTICS, CHARLOTTE, NC  
FEBRUARY 2022 - PRESENT

- Closed \$1.84M in new ARR across 38 mid-market accounts, finishing FY24 at 127% of quota and earning President's Club
- Built territory pipeline from scratch after joining a newly carved Southeast region, generating roughly 60% of opportunities through self-sourced outbound
- Partnered with sales engineering on 14 multi-stakeholder deals over \$75K, shortening average sales cycle from 94 to 71 days
- Mentored 3 SDRs on discovery call structure and MEDDIC qualification, two were promoted to AE within 12 months

ACCOUNT EXECUTIVE | NORTHWIND CLOUD SERVICES, CHARLOTTE, NC  
SEPTEMBER 2020 - JANUARY 2022

- Carried a \$900K annual quota selling cloud migration packages to SMB and lower mid-market, hit plan both years
- Ranked #2 of 17 reps in 2021 with 112% attainment and the highest new-logo count on the team
- Ran outbound sequences across email, LinkedIn, and phone, averaging 8 to 12 qualified meetings per week
- Negotiated multi-year contracts with legal and procurement teams at firms ranging from 200 to 1,500 employees

## Education

- B.A. Communications  
University of North Carolina at Charlotte | May 2018