




# JT

# Jessica Taylor

## Business Development Manager

Business Development Manager with 8 years selling SaaS and managed services into mid-market healthcare and logistics accounts. Built a \$4.7M pipeline in 2023 by repositioning the territory around payer-side decision makers. Comfortable owning the full cycle from prospecting through contract redlines.

## CONTACT INFORMATION

-  (919) 555-0142
-  marcus.holloway@example.com
-  Raleigh, NC 12345

## EDUCATION

B.A. Business Administration, University of North Carolina at Greensboro, 2015

Sandler Sales Foundations Certificate, 2019

## KEY SKILLS

- Full-cycle SaaS sales
- Salesforce + Outreach.io
- Territory planning
- MEDDPIC qualification
- Contract negotiation
- Healthcare and logistics verticals
- Channel partner development
- Forecasting and pipeline review
- BDR mentoring

## PROFESSIONAL EXPERIENCE

### BUSINESS DEVELOPMENT MANAGER | NORTHBRIDGE ANALYTICS, RALEIGH, NC

2021 – PRESENT

- Closed 23 new logos across hospital systems and 3PL operators, contributing \$4.7M in ARR over two fiscal years.
- Rebuilt the outbound playbook around clinical operations buyers, lifting reply rates from roughly 4% to the low teens.
- Partnered with product on three pilots that became paid deployments, including a 14-site rollout with a regional health network.
- Mentored two junior BDRs through their first quota cycles; both promoted to AE within 18 months.
- Sit on the deal desk for any contract over \$250K, reviewing pricing structure and risk language with legal.

### SENIOR ACCOUNT EXECUTIVE | CALDERON SOFTWARE, CHARLOTTE, NC

2018 – 2021

- Carried a \$1.8M new-business quota and hit 112% in 2020 despite the pandemic freeze on healthcare IT budgets.
- Opened the Carolinas territory from a standing start, sourcing roughly 60% of pipeline through self-prospected outbound.
- Negotiated a three-year master agreement with a regional pharmacy chain that anchored the territory.
- Coached the SDR pod on discovery framing, which shortened average sales cycle by about three weeks.

### ACCOUNT EXECUTIVE | PEMBERTON LOGISTICS TECH, GREENSBORO, NC

2016 – 2018

- Promoted from SDR after 11 months for sourcing the largest deal in the West region that year.
- Managed 40-50 active opportunities across SMB freight brokers and warehousing firms.
- Hit quota in 6 of 8 quarters, with two stretch quarters above 130%.